No. 159
June '73
33230

IND MAD

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CHEAP

IN THIS ISSUE WE PEEL THE PRETENSE OFF

A CROCKWORK LEMON

IN AN AGENT'S OFFICE

ARTIST & WRITER: AL JAFFEE

NUMBER 159 JUNE 1973

MAD

"Life begins at 40–except for those who went like 60 when they were 20!"—Alfred E. Neuman

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JERRY De FUCCIO, NICK MEGLIN *associate editors*
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CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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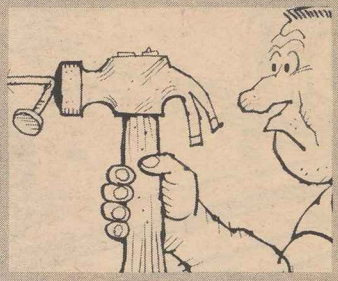
VITAL FEATURES

A CROCKWORK LEMON (MOVIE SATIRE) Pg. 4



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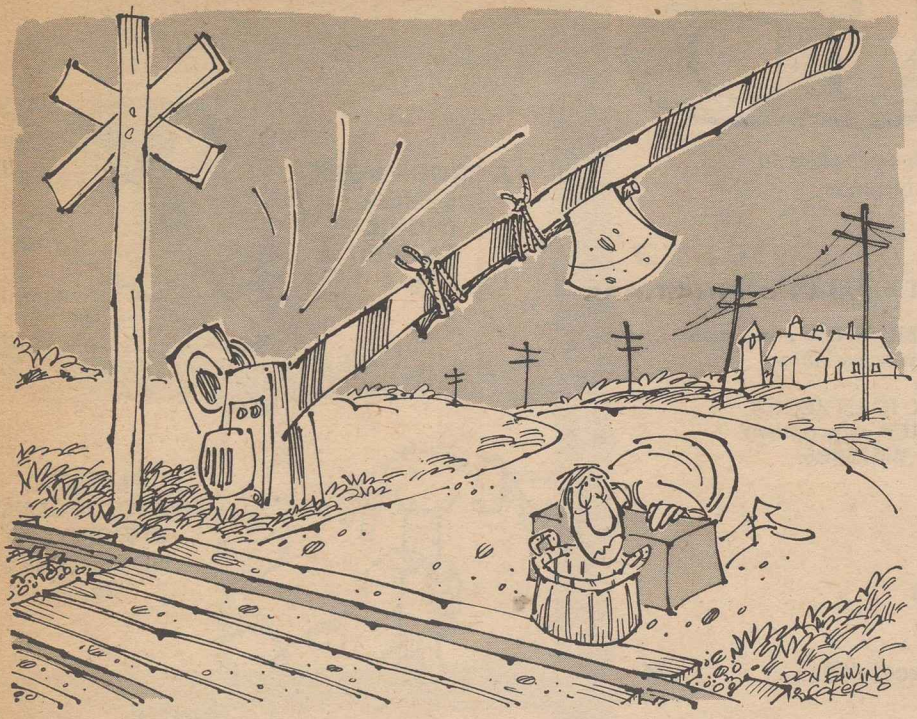
WHY KILL YOURSELF?



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SAM ANDREAS' FAULT!

Yep, we figure it was Sam Andreas' fault that these full-color portraits of Alfred E. Neuman, MAD's "What—Me Worry" kid—suitable for framing or wrapping fish—were no earth-shattering success! He was the printer who talked us into offering them! And we still owe him! So help stop us from quaking! Order yours today! Send 25c for 1, 50c for 3, $1.00 for 9, $2.00 for 27 or $4.00 for 81 to: MAD, 485 MADison Avenue, New York, New York 10022.

LETTERS DEPT.

"PLANET OF THE APES" SEQUELS

Mort Drucker's anthropoid art antics for "The Milking Of The Planet That Went Ape" were strictly Grade A. The cream! Writer Arnie Kogen's paper-thin script, unfortunately, was *your* Missing Link. Nevertheless, your point is well taken. Follow-ups and sequels to winners often show that nothing *exceeds* like success.

Carol Bortstein
Bronx, N.Y.

I really went "ape" over your satire.

Todd Markel
Westminster, Calif.

"The Milking Of The Planet That Went Ape" was more fun than a barrel of monkeys!

John Capuano
Brooklyn, N.Y.

Arnie Kogen and Mort Drucker reached their apex with these diminishing returns!

Susan Lighthall
Coquitlam, B.C., Canada

Your take-off on "The Planet Of The Apes" and its sequels is a real work of art. My feelings will be expressed further in a sequel to *this* letter . . .

Mike Schultz
Clayton, Mo.

NOBODY DARED WRITE!

You shouldn't ridicule others about sequels. Your "Nobody dared write!" Letters Page *is* a sequel to your "Nobody wrote!", in issue #90, October 1964. You're just sneakier with your time delay, that's all!

Thomas R. Atkins
Hollins College, Va.

DON'T YOU FEEL LIKE A SCHMUCK?

DON'T YOU FEEL LIKE A SCHMUCK . . . paying $3.00 four times to see "The Planet of the Apes" and its sequels, and getting more entertainment out of their satires in MAD Magazine for 40¢?

Richard Enz
Rhinelander, Wisc.

DON'T YOU FEEL LIKE A SCHMUCK . . . buying MAD with the hope that they've finally turned out a funny issue for a change, and finding it as crummy as always?

Chester Barzal
St. Catharines, Ont., Can.

A MAD LOOK AT MONEY

"A MAD Look At Money" made a lot of ¢ents!

David Brewer
Silver Spring, Md.

FUNNY & GLARE SHOW

Angelo Torres and Dick De Bartolo are to be commended on "Funny and Glare". Their story bored me just as much as the TV show. I think, however, they missed one major point. Namely, that the show's only asset, the lack of supportive material, is also the show's greatest pitfall. While this lack looks good on Cher, it lets the show "flop flat."

Gale Hedrick
Knoxville, Tenn.

Come on already! Cut the crap! John and Martha Mitchell *would* have been funnier than Sonny & Cher, and more pertinent! Who in the world are Sonny & Cher, anyway, that makes them worth a six-page spread!

Philip Loschiavo
College Point, N.Y.

NEVER CAN WIN WITH A BIGOT!

Loved "You Never Can Win With A Bigot!", by Frank Jacobs and Paul Coker. When I told a liberal friend of mine that I subscribe to MAD, he said, "You'd think if they really wanted to make a social contribution they would do an article on bigots." You can imagine his surprise when I told him that your latest issue contained a satire on bigots. "That's just like those idiots", he replied, "wasting time and space on a satire on bigots when they could be writing something constructive."

Carmine J. Pezzula
Albany, N.Y.

OZ-REVISITED

"OZ-REVISITED", by Don Edwing and Bob Clarke, is paved with poignancy. Shows you how many of the "yellow brick roads" of our youth become boulevards of broken dreams.

Elaine Schmidt
Richboro, Pa.

DANGEROUS JOBS FOR PLIMPTON

Just finished reading the latest MAD and thought the George Plimpton feature very funny. After working with George on the trapeze, we know how dedicated and gutsy he really is. You neglected the most difficult and daring trick ever attempted by him: George trying to sell subscriptions to your magazine.

Phil Schacht, Catcher
The Flying Apollos
Fremont, Calif.

The "Catcher" is pretty wry!—Ed.

MIDDLE CLASS POVERTY

"Middle Class Poverty" is stealing MAD Magazine because nobody in their right mind would pay forty cents for such garbage.

T. Chazan
Chicopee, Mass.

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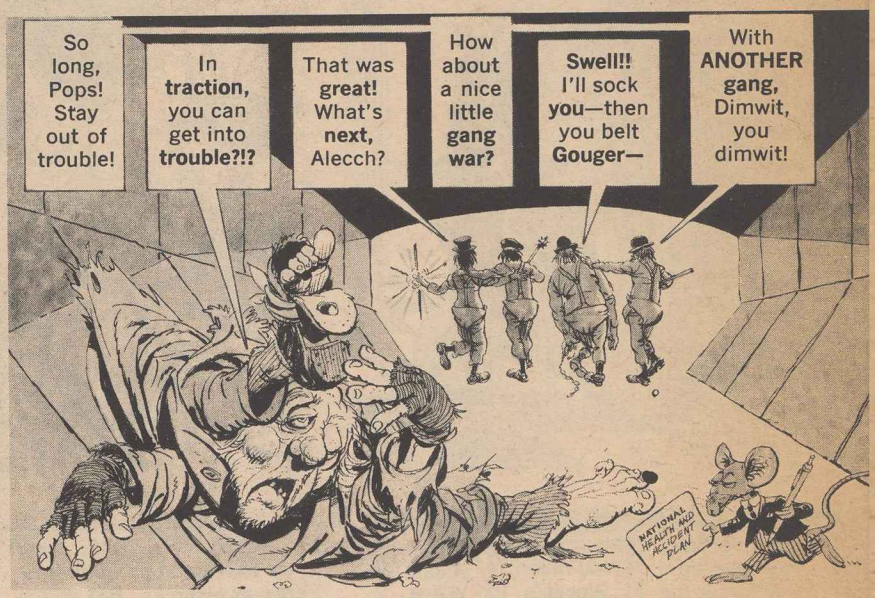
DE SADEST STORY EVER TOLD DEPT.

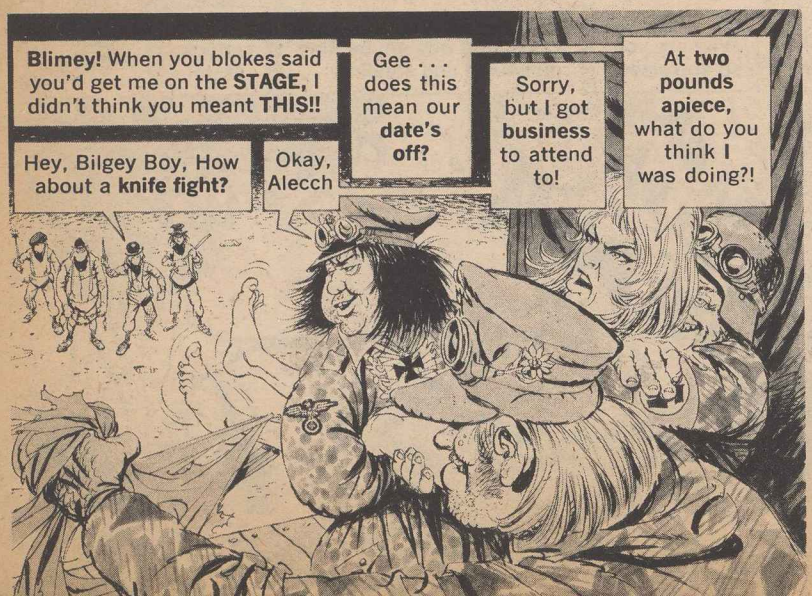
Us moral people all hate violence, right? Let's hear it for "Anti-Violence"! *Yayyy!* Stanley Kubrick also hates violence, right? Let's hear it for Stanley Kubrick! *Yayyy!* And let's hear it for his new movie, which shows how horrible violence is! *Yay*— Uh— Hey, wait a minute! If Mr. Kubrick's new movie is so "Anti-Violence," how come it's jam-packed with the worst, sickening, most disgusting violence imaginable? Let's face it, Stanley, baby! Your movie is really . . .

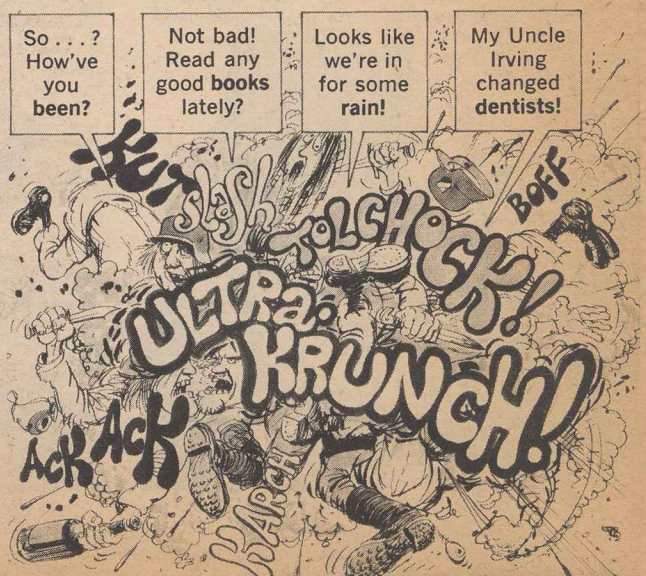
ACR

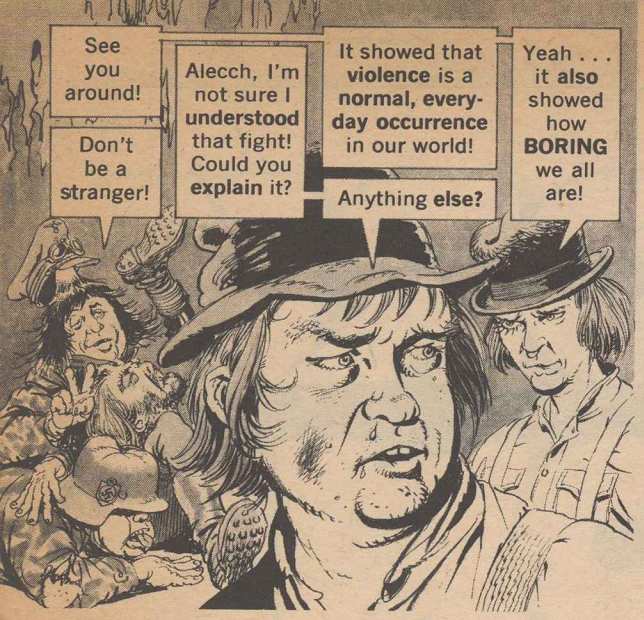
OCKWORK LEMON

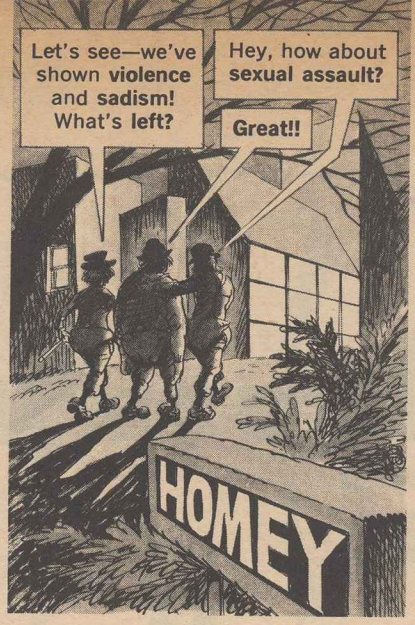
ARTIST: GEORGE WOODBRIDGE WRITER: STAN HART







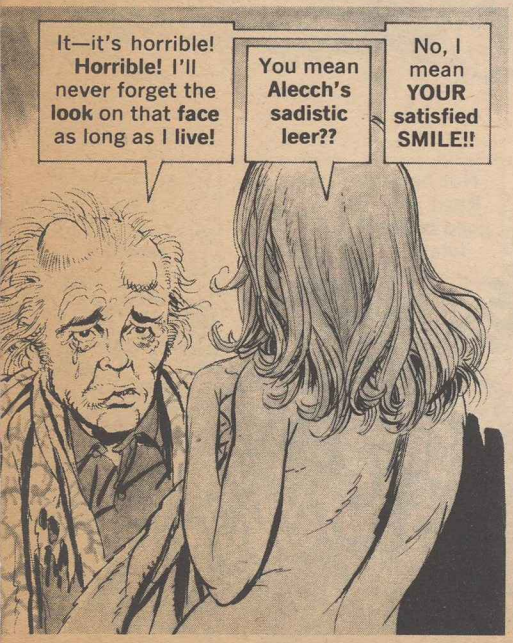

See you around!
Don't be a stranger!
Alecch, I'm not sure I understood that fight! Could you explain it?
It showed that violence is a normal, everyday occurrence in our world!
Anything else?
Yeah . . . it also showed how BORING we all are!


Let's see—we've shown violence and sadism! What's left?
Hey, how about sexual assault?
Great!!
HOMEY

Not ME, you moron!!
Oh . . .

Excuse me, missus, but may I use your phone? I want to report a serious injury . . .
Oh, dear! Who is the poor victim?
You, lady!!

If—if you hit me just once more, you can't use my phone!!
We don't want to use your phone! We're going to violate your wife!
You can't DO that!!
Please . . . not tonight! I have a headache!!
What did I tell you?!?


It—it's horrible! Horrible! I'll never forget the look on that face as long as I live!
You mean Alecch's sadistic leer??
No, I mean YOUR satisfied SMILE!!

Alecch, we haven't been as close as we should, lately . . .
That's okay!
But . . . MY! Look how BIG you're getting!!
Why are you so surprised?
Because I haven't seen you since you were six-years-old! What have you been doing lately?
Assaulting women, beating up people and stealing . . .
Oh, Son, you make me laugh!
But I'm serious, Mom!
I know! To ME those things are FUNNY!
DAA DA DA DEE DEE DA DA DUM

We been thinkin', Alecch! Why should **YOU** be the Boss? You ain't **meaner** than us . . .

. . . or **stronger** than us?

Yeah, what do **you** have that **we** don't?

Well, for **one** thing . . .

YIPE!!!

OWWWW!!

. . . I've got a **lower voice!** So I'm **still** the Boss! When I say, **"Beat up people!"** we will **beat up people!** And when I say **"Kill!"** we will **kill!** And when I say **"Rape!"**. . .

We will say— gasp— **"Forget it!"**

Can I use your **phone?** I want to report a **violent assault!**

On **ME . . . right?** I'm **too smart** for that! I'm **wise** to your tricks!

First you'll get me to **let you in** like **this—**

You **think** so!

Trust me! I'm **very bright!**

Then you'll force me to open this **wall safe** and give you all my **money!**

Do **I** look like I'd do a thing like that?

Believe me, I **know** people!

Then you'll take this **statue** and hit me over the **head** with it . . .

Aw, **not me!**

Look, kid, I'm **never wrong!** Why, being **right** is more **important** to me than **life itself!**

In **that** case . . .

PUNG

Happy, now . . . ?

Who **wouldn't** be?! Oh, by the way— I didn't tell you the **best part!**

What was that . . . ?

I called the **Police** when I saw you outside! They're on their way **over!**

I don't **believe** you!

You think I'd **lie** to a **HOUSE GUEST?!?**

Let's go! The Police are coming!
We're goin', Al! But you're not!! Take that!!
You shouldn't have done that, Gouger! Where's your sense of values??
You mean because we betrayed a buddy??
No . . . because you broke a deposit bottle!

She's dead! You killed that woman in there!
I didn't mean to kill her! I never murdered anyone before!
You'll hang for this, Buster!
Hey, that ain't fair!
Why not?
It's my first offense!
POLICE
M2GW

I want no trouble from you! I'm keeping you here for the rest of your life!
If you do, you'll be sorry!
Why??
Cause this will be the first multi-million dollar movie that only runs 35 minutes!

Alecch, how'd you like to be rehabilitated?
You think I'm worth saving?
No . . . it's just that I hate 35-minute movies!

The treatment is simple! We will scientifically condition you to hate anti-social behavior and unwholesome sex! Now, first, we will force you to watch six hours of horrible violence!

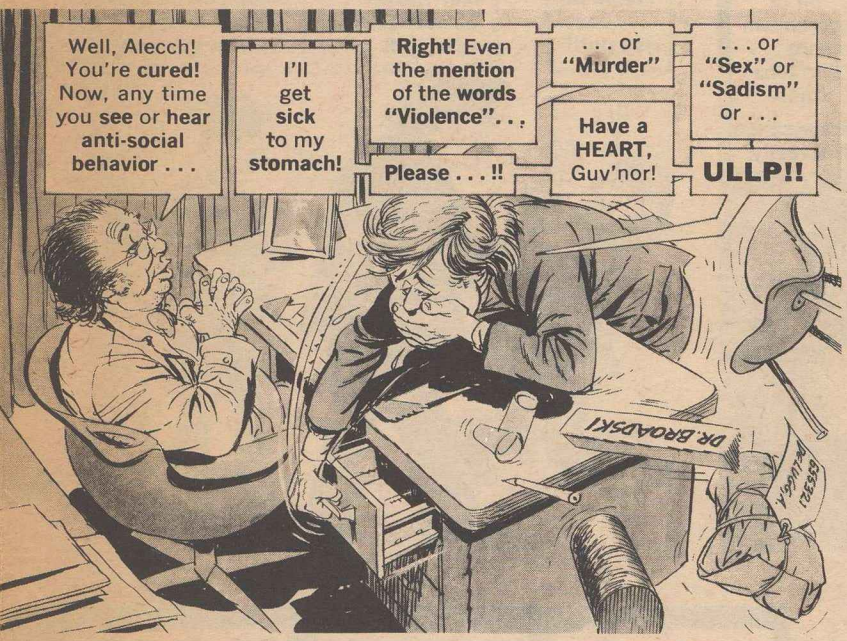
That's revolting! Where did you get such a terrible, disgusting movie?
What movie?!? That's a live TV pick-up from a typical New York City High School!

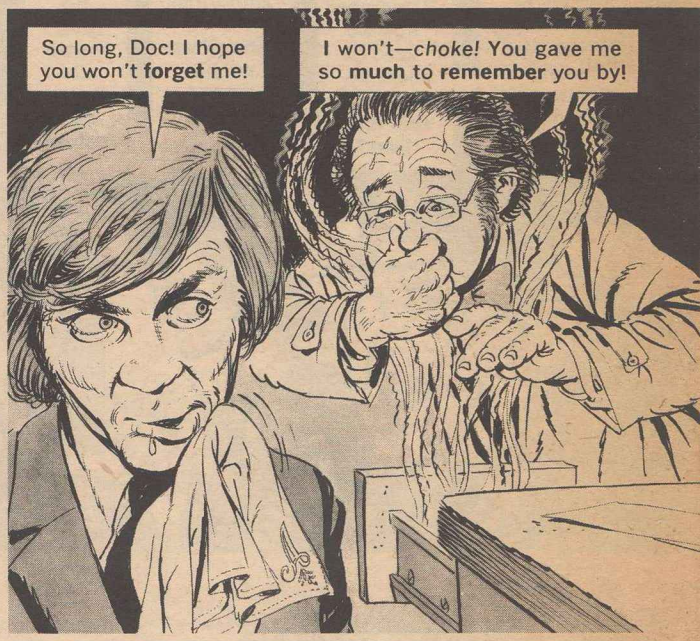
And now, we will force you to watch two hours of leering, sneering, dirty-minded sex . . .
EYE DROPS
POP CORN

Want a drinkee, Dino . . . ?
Yeah—an' y'better make it a DOUBLE . . . yuk, yuk, yuk!
I'm getting SICK!!

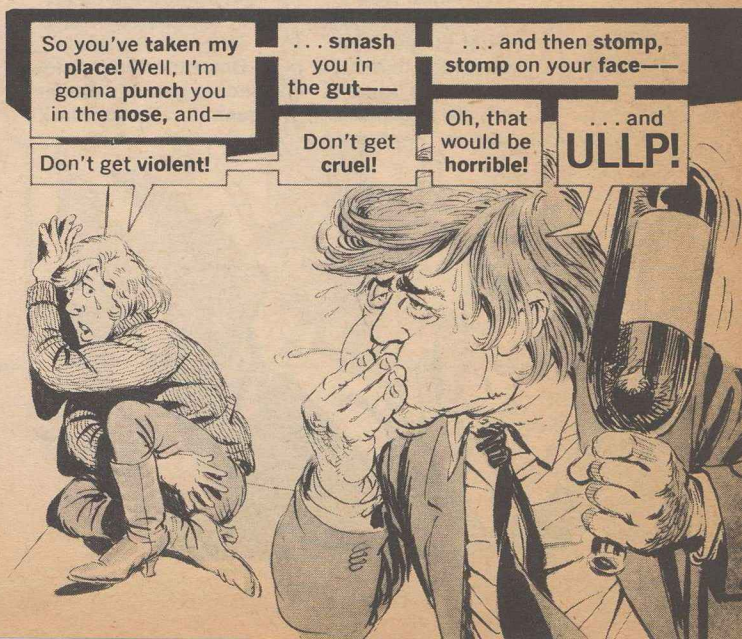
We will even make you **hate** the music of **Beethoven . . .**
Impossible! I LOVE Ludwig Von!!
You **won't** after you see what it's **background music FOR!!**
DR. BRAINEM

It's not right! It's inhuman!! You can't treat me this way!!! After all, I'm only a **murderer!!**
DADADA DAAA


Well, Alecch! You're **cured!** Now, any time you **see** or **hear anti-social behavior . . .**
I'll get **sick** to my **stomach!**
Right! Even the **mention** of the **words "Violence". . .**
Please . . . !!
. . . or **"Murder"**
Have a HEART, Guv'nor!
. . . or **"Sex"** or **"Sadism"** or . . .
ULLP!!
DR. BROADSKI


So long, Doc! I hope you won't **forget** me!
I won't—*choke!* You gave me so **much** to **remember** you by!

Hi, folks! I'm **all cured!**
Well, that isn't nice!
I'll never act bad again!
Well, that's just fine!
I'm a sweet person, now!
Glad to hear it! Can we ask you just **one question?**
Sure!
Who **are** you??
?


So you've **taken my place!** Well, I'm gonna **punch** you in the **nose,** and—
Don't get **violent!**
. . . **smash** you in the **gut——**
Don't get **cruel!**
. . . and then **stomp, stomp** on your **face——**
Oh, that would be **horrible!**
. . . and **ULLP!**

Yecch! I think **stomping** on my **face** would have been **much better!**

Get out, Alecch!

Can't I ever **come back,** even for a **visit?**

Not on a **full stomach,** you can't!

It's **YOU!!**

Oh, **no!**

I'm going to give **you** the beating you once gave **me!**

Stop! You don't know what you're **doing!!**

I'm going to ram this **fist** right up your——

ULLP!!

YECCH! AAGGGHH!

Gee! This is better than **karate!**

Hi! Remember **us?** We're those brutal, amoral, wild, sadistic **toughs** you used to hang around with!

Remember how we used to **beat up people** and **ruin their lives?**

The authorities tried to **rehabilitate** us, but they **couldn't . . .**

So they made us **Police-men** instead!

Interesting bit of **symbolism** there . . . don'tcha think?

Not really!

BURGESS MEWS SW-1

Whatchya gonna **do** . . . beat **me** up?!?

And get that **foul YECCH** all over us? **No, sir!!**

First we're gonna **pump your stomach! THEN** we're gonna beat you up!!

Can you **help** me? I'm **hurt** and I'm **starving!**

Of course!

It's **HIM!!** Now I can have my **revenge!** First I'll give him something to **eat. . .** and then I'll make his life **miserable!**

It's HIM!! First, I'll get something to **eat** . . . and then I'll make **HIS** life miserable! One threatening **move** and he gets his **dinner back . . .** all **over him!!**

. . . and after those thugs attacked and raped my **wife,** she **lost her mind!** I'll never forget the last thing she **said** before she died . . .

What did she say?

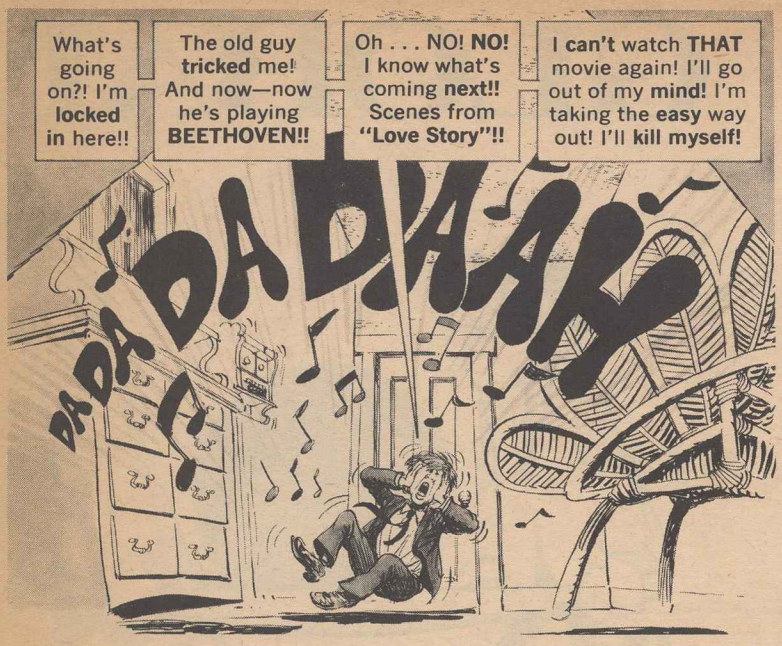
"WHOOOOPIE!!!" After that, I was stricken with an acute case of **sexual inadequacy!**

Please don't mention **"Sex"!** It makes me feel **uncomfortable!**

Oh, **yeah?!** How you think it makes **ME** feel?!

JULIENNE

HER CHAIR

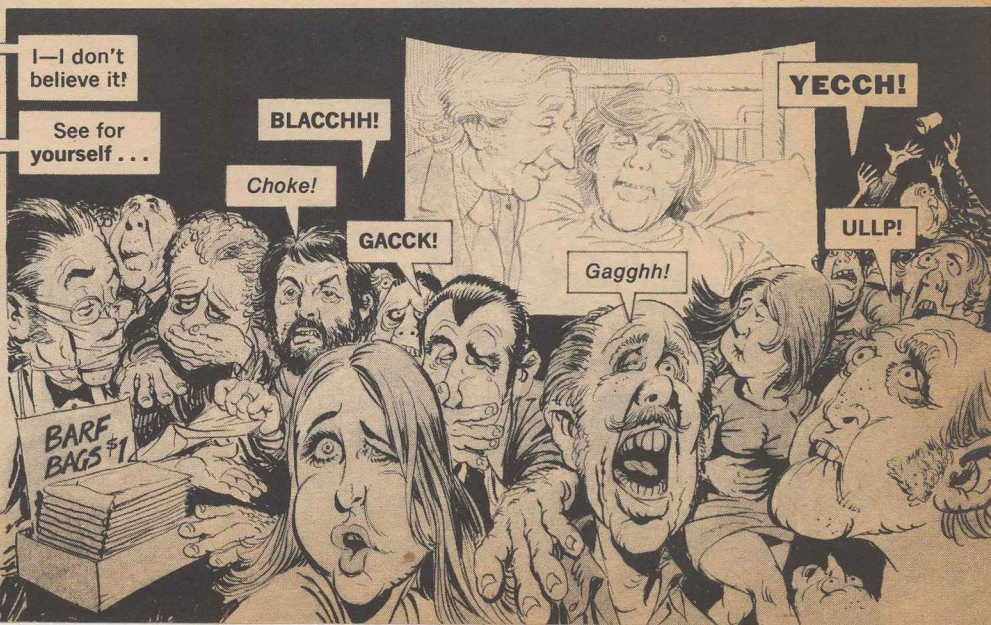

What's going on?! I'm **locked** in here!!
The old guy **tricked** me! And now—now he's playing **BEETHOVEN!!**
Oh . . . NO! **NO!** I know what's coming **next!!** Scenes from **"Love Story"!!**
I **can't** watch **THAT** movie again! I'll go out of my **mind!** I'm taking the **easy** way out! I'll **kill myself!**
DA DA DA DAA!

You! You've **driven** me to this!!
Yes, and I'm **glad! GLAD,** do you hear!?! I'm ridding the world of a **brutal, sadistic, violent person!!**
You shouldn't **say** things like that . . .
ULLP!!

YECCH! YECCH!
I think he was **right!**
I **shouldn't** have **said** what I **said!**
BLOCK

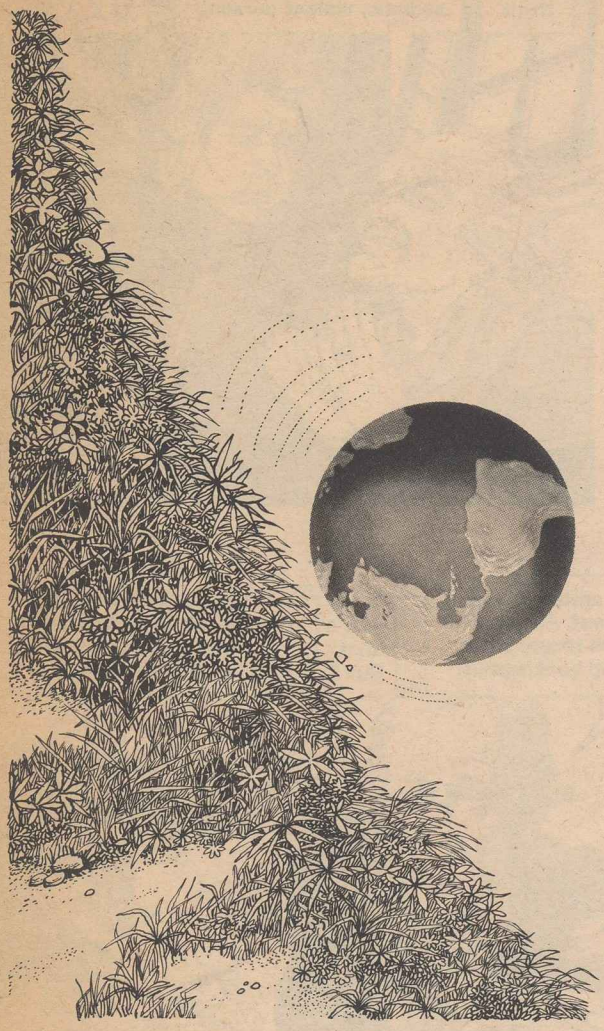
You're quite an **embarrassment** to the **Government,** Alecch! The **people** hold **US responsible!** This thing could **bankrupt** us!
How's **that,** Guv'?
We've got **DRY CLEANING BILLS** from half the people in **London!** Not to mention the **SMELL . . .**

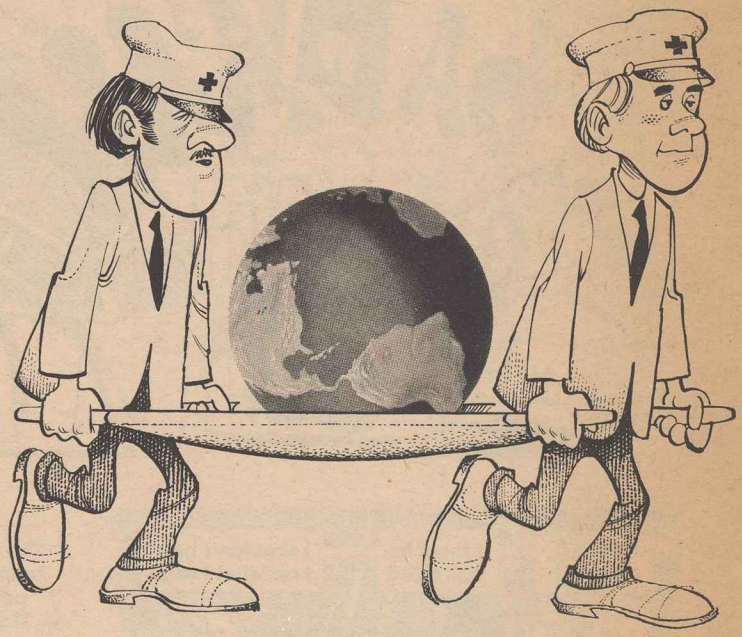
Tell me, Alecch, was all that **true?** Could a person actually become **nauseous** after being exposed to **six hours of violence??**
They could get that way after only **TWO hours!**

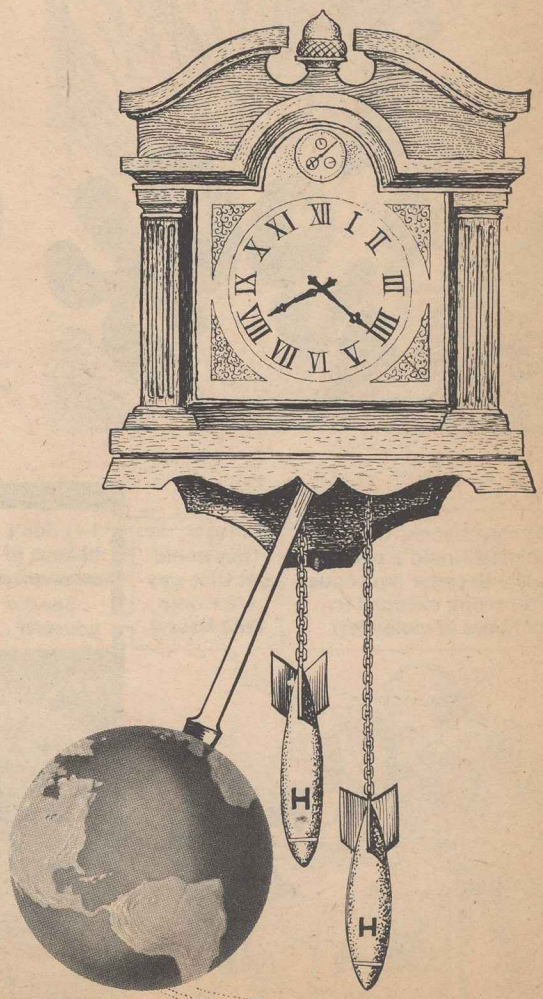

I—I don't believe it!
See for yourself . . .
BLACCHH!
Choke!
GACCK!
Gagghh!
YECCH!
ULLP!
BARF BAGS $1

MONDO CORNY DEPT.

MAD'S GLOBAL

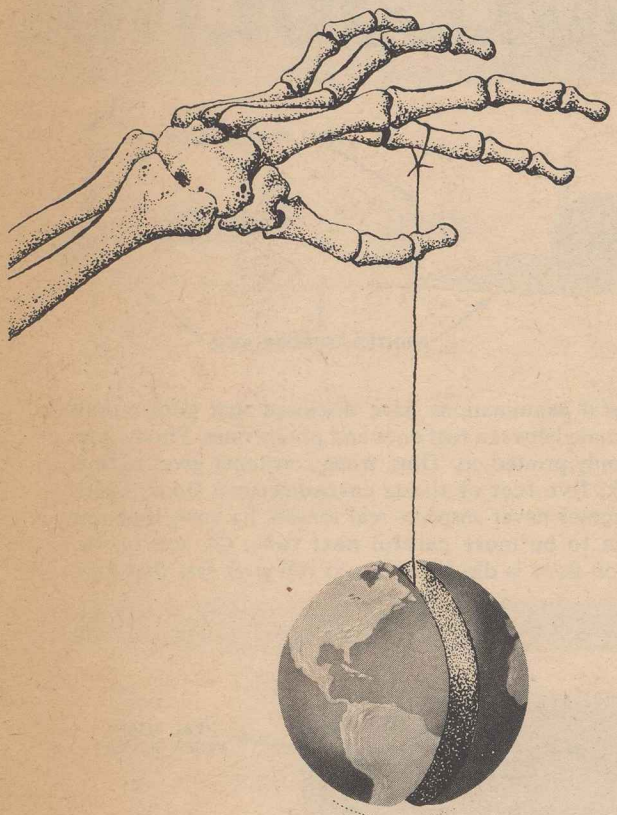




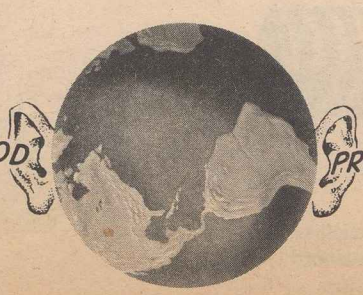


IMPRESSIONS

ARTIST: BOB CLARKE IDEA BY MAX BRANDEL



SOS



FREEDOM · LIBERTY · EQUALITY · BROTHERHOOD

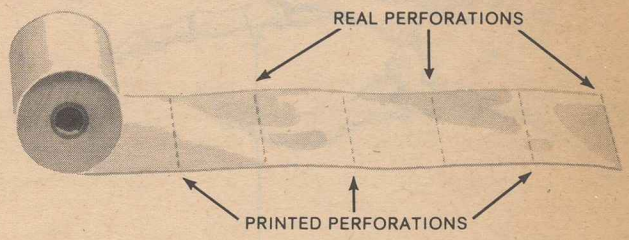
PREJUDICE · EXPLOITATION · WAR · RACISM ·

A WORSE MOUSETRAP DEPT.

The big corporations have always depended upon "Planned Obsolescence", the calculated rapid breakdown in acceptable design and performance of their products, to keep their coffers filled. Planned Obsolescence boosts sales and profits by insuring quick replacement of worn-out or outmoded items. Recently, consumer crusaders

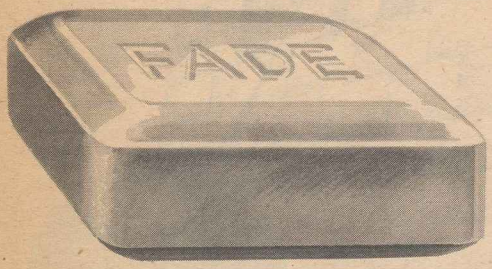
PLANNED OBSOLESCENCE

TOILET PAPER

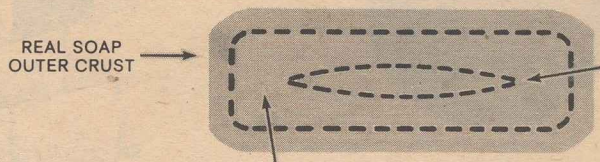


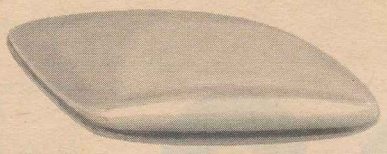
Careful examinations have disclosed that perforations alternate between real ones and phony ones. Phony ones are only printed on. Thus, when consumer gives normal yank, five feet of tissue cascades onto floor. Since consumer never suspects real reason, he vows time and again to be more careful next time. Of course, tissue on floor is discarded...and roll goes fast that way.

SOAP

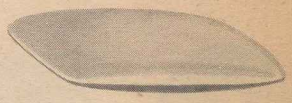


NEWLY UNWRAPPED





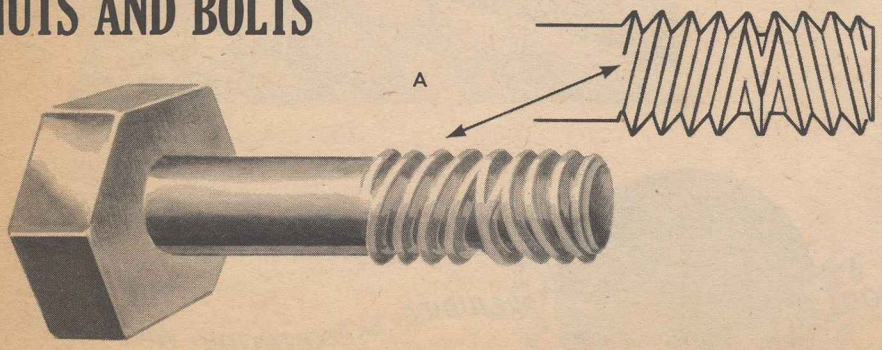
2 DAYS LATER



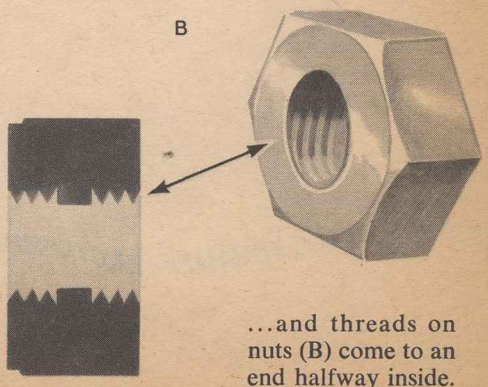
5 DAYS LATER

Most bars of soap will turn into slivers in about 5 days whether soap is used or not. This is due to presence of "fast evaporating soap compound"—located between normal outer crust and inner sliver—which is dissolved by air.

NUTS AND BOLTS



Many ordinary nuts and bolts are virtually useless. For example, threads on bolts (A) are manufactured so that they cannot work with any ordinary nuts...



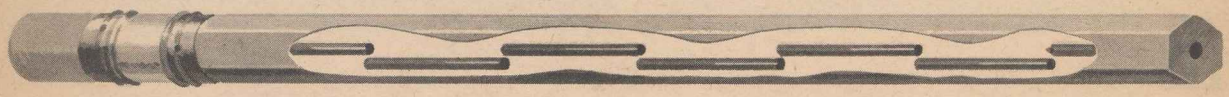
...and threads on nuts (B) come to an end halfway inside.

like Ralph Nader have been exposing the despicable practice of Planned Obsolescence in the automobile and appliance fields. But the use of Planned Obsolescence in less spectacular, but no less important products, that the average consumer cannot do without, has been totally ignored. And so, to fill the gap, here's a MAD report on

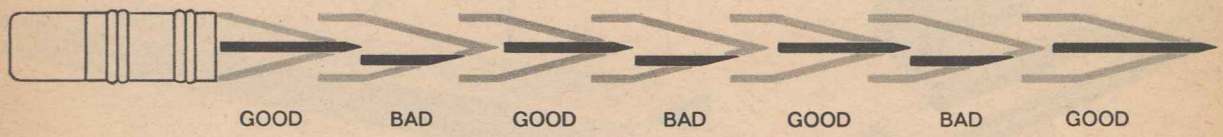
IN EVERYDAY PRODUCTS

ARTIST & WRITER: AL JAFFEE

PENCILS

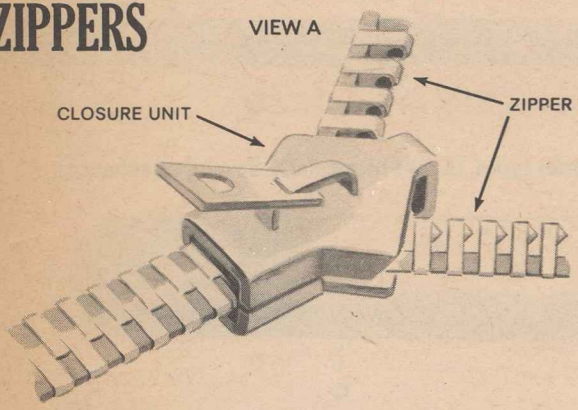


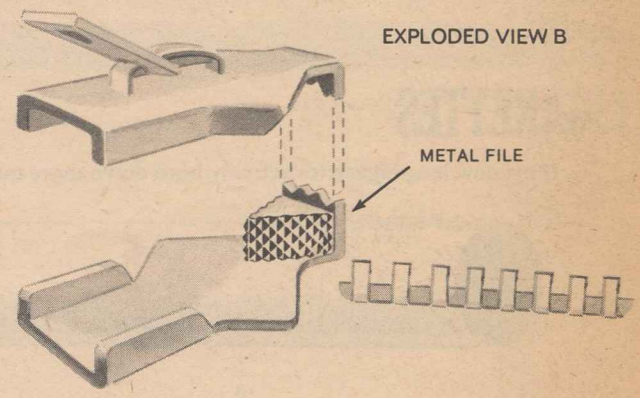
Investigation shows how lead is placed in many pencils today, and the kinds of points you get when you sharpen them.



Note that every other point is bad. As a result, when the consumer sharpens pencil, he keeps doing it until he gets a good point. Thus, he uses up this pencil twice as fast as a well-made one, and the sharpener is usually blamed.

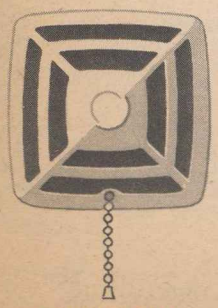
ZIPPERS





The zipper is so foolproof that it could be made to last forever. But what good would that be? So, as in exploded view (B) above, we see how a carefully placed metal file in every closure unit goes to work on the zipper teeth as it moves up and down over them, wearing them out quickly. This causes gapping, jamming and—best of all—*replacing!*

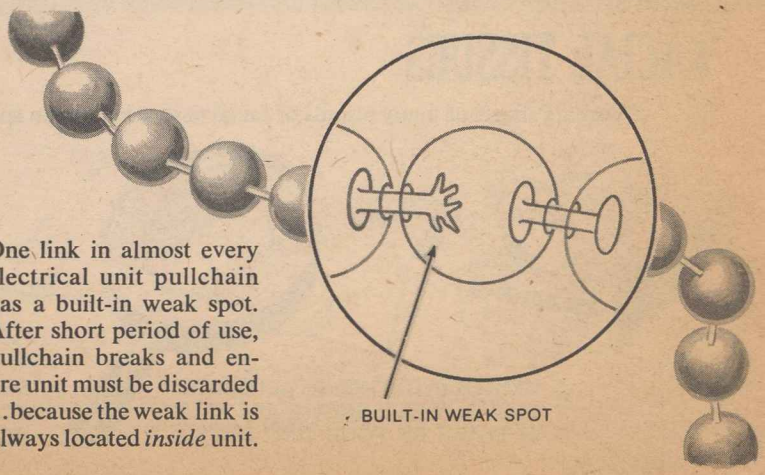
ELECTRICAL UNIT PULLCHAINS



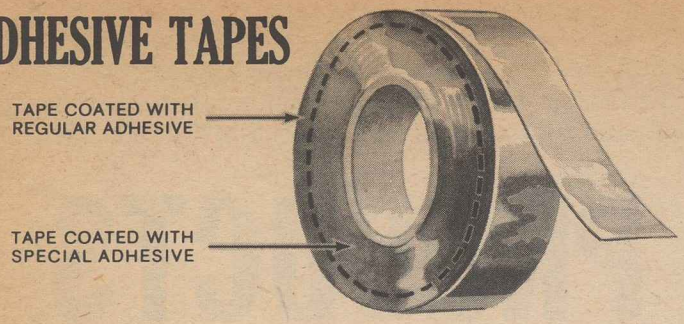
EXHAUST FAN PULLCHAIN

LAMP SOCKET PULLCHAINS

One link in almost every electrical unit pullchain has a built-in weak spot. After short period of use, pullchain breaks and entire unit must be discarded ...because the weak link is always located *inside* unit.

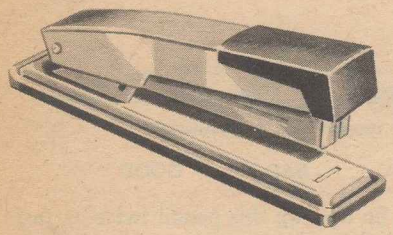


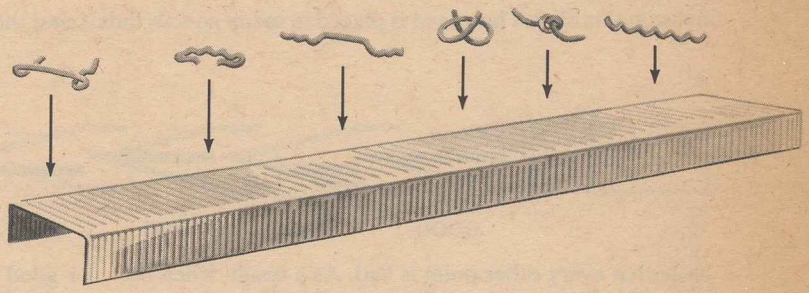
ADHESIVE TAPES



First three feet of most adhesive tapes are coated with the normal adhesive and unrolled easily. But after that, a special adhesive is used which has been designed to stick best to tape itself. This makes it virtually impossible to remove more than one inch of tape at a time, and the disgusted consumer, thinking it's just old, buys new roll.

STAPLES

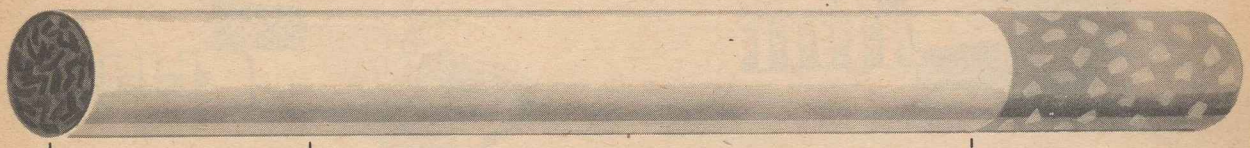




Most bars of staples look perfectly innocent. But every third staple is actually made of soft, inferior wire that can't penetrate even one sheet of paper. It simply turns into one of the grotesque shapes shown and is discarded.

CIGARETTES

Most new long cigarettes actually burn down more quickly than old shorter types, thanks to specially-developed tobacco.

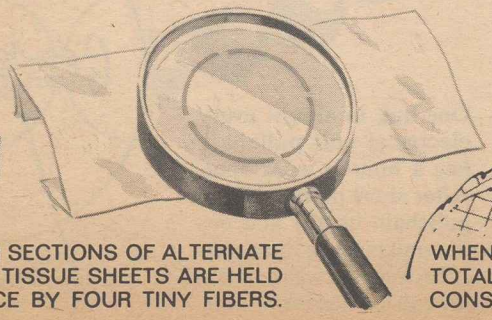


TOBACCO BETWEEN "A" AND "B" IS REGULAR SLOW-BURNING KIND

TOBACCO BETWEEN "B" AND "C" IS SPECIALLY-DEVELOPED NEW TYPE (IMPREGNATED WITH PARTICLES OF GUN POWDER) WHICH BURNS DOWN IN A SPLIT SECOND SO CONSUMER QUICKLY LIGHTS UP ANOTHER ONE.

FACIAL TISSUES

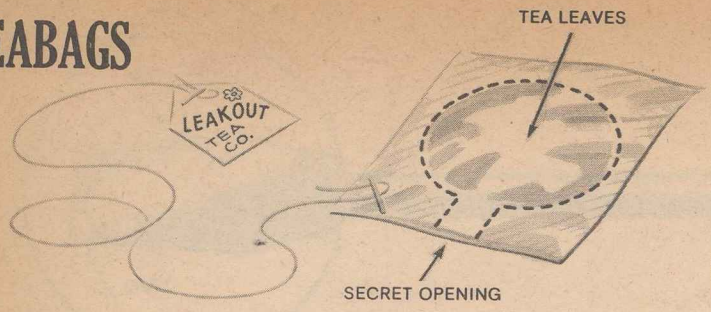
Alternate sheets of many brands of facial tissues have been specially die-cut to create a built-in failure feature.



CENTER SECTIONS OF ALTERNATE FACIAL TISSUE SHEETS ARE HELD IN PLACE BY FOUR TINY FIBERS.

WHEN A SPECIALLY DIE-CUT SHEET IS USED, IT IS TOTALLY INEFFECTIVE AND EMBARRASSING, CAUSING CONSUMER TO QUICKLY GRAB FOR ANOTHER TISSUE.

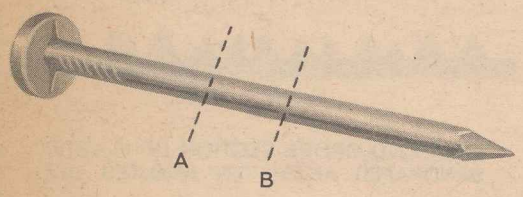
TEABAGS

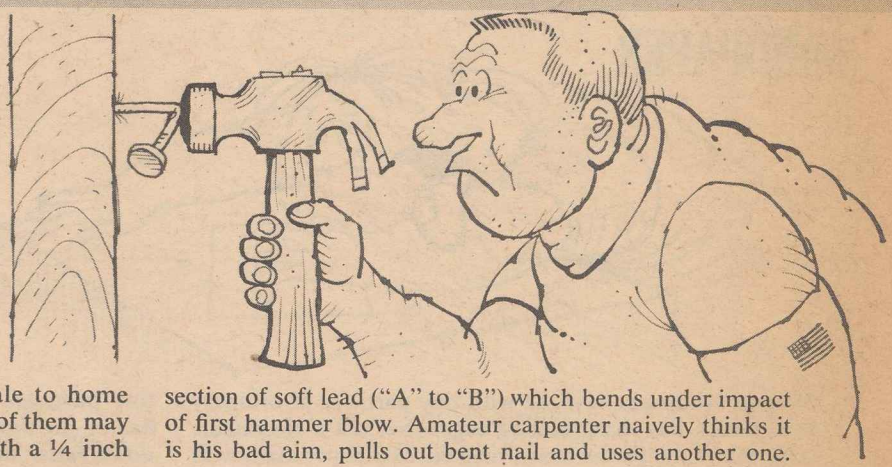


Many teabags are made with secret openings that are cleverly concealed to prevent discovery by inspection. These openings are sealed with a non-toxic glue that dissolves in hot water.

When secret opening is unsealed, tea leaves escape into the water, and unwary consumer is forced to dump it out and start all over with a new tea bag.

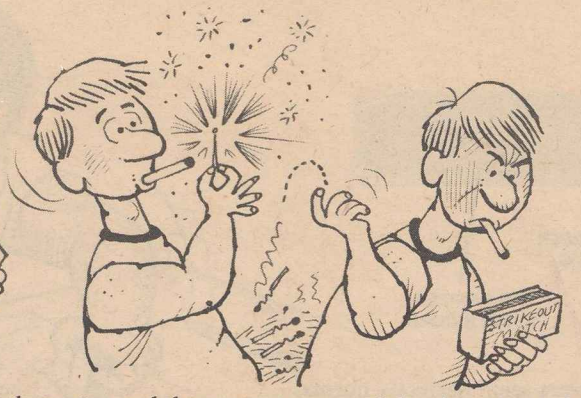
NAILS

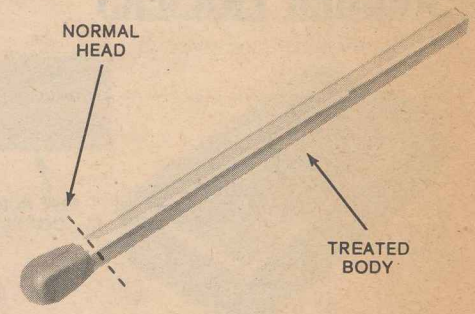




A close scrutiny of the nails offered for sale to home workshop buffs reveals that a high percentage of them may look normal but are actually manufactured with a ¼ inch section of soft lead ("A" to "B") which bends under impact of first hammer blow. Amateur carpenter naively thinks it is his bad aim, pulls out bent nail and uses another one.

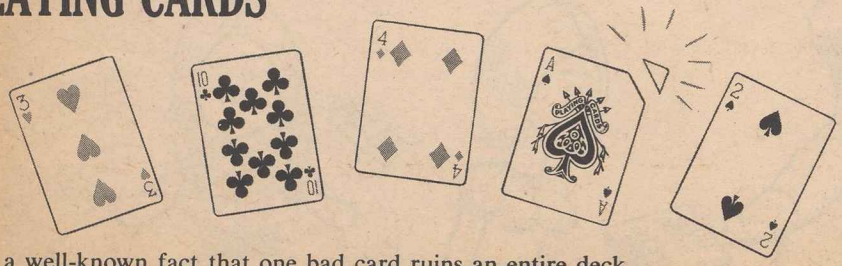
MATCHES





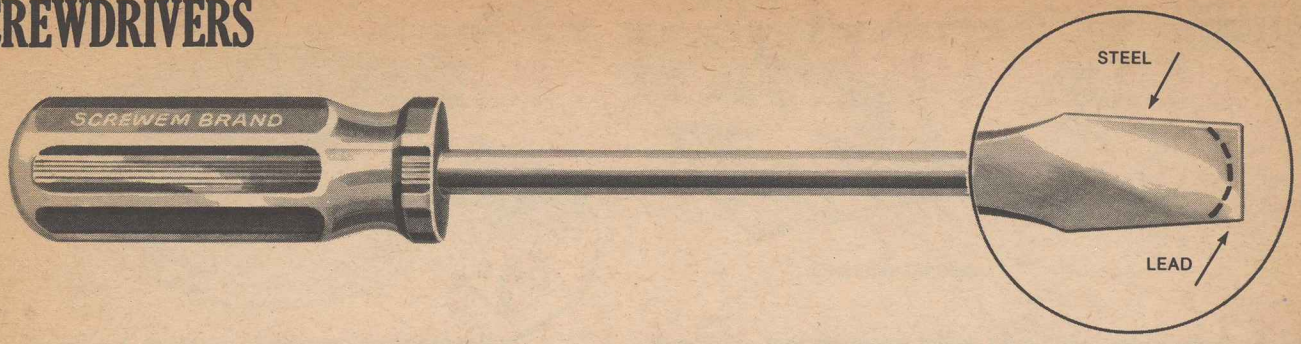
Many matches when struck, spark, sputter and then go out. User thinks match is wet and takes another one! Actually, match has been treated with a flameproof chemical! A box of 50% bad matches like these gets used up mighty fast.

PLAYING CARDS



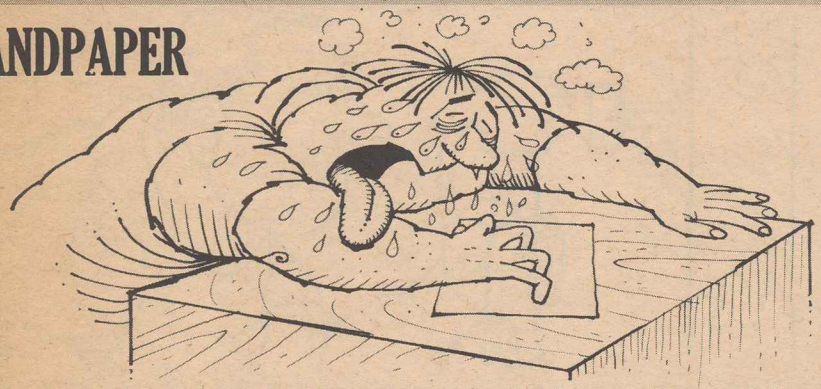
It's a well-known fact that one bad card ruins an entire deck. That is why many card manufacturers place invisible cut-lines on corners of one or two cards in each deck. Corners break off after a few short hours of play. Card players attribute breaks to clumsy oaf partners and innocently go out and buy new decks.

SCREWDRIVERS



Today, many screwdrivers are made with a soft lead tip so it looks like it has a clean, square edge before use. But after one use, tip ends up looking like rounded fingernail ...and is about equally as effective for driving screws.

SANDPAPER

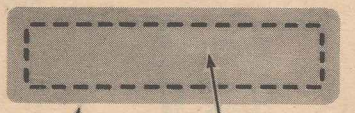


ENLARGED CROSS-SECTION OF NORMAL SANDPAPER AFTER TEN MINUTES USE

ENLARGED CROSS-SECTION OF PLASTIC SANDPAPER AFTER TEN MINUTES USE

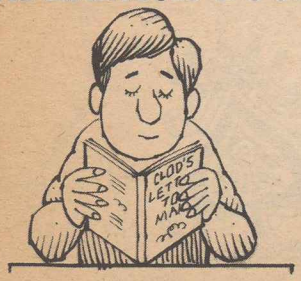
Normal sandpaper is made with tiny particles of ordinary sand which has sharp cutting edges that last a reasonable time. Many companies are turning out sandpaper made with tiny particles of simulated sand (plastic) which wears flat in no time. Buyer must replace it or wear himself down faster than he'll ever wear down what he's sanding.

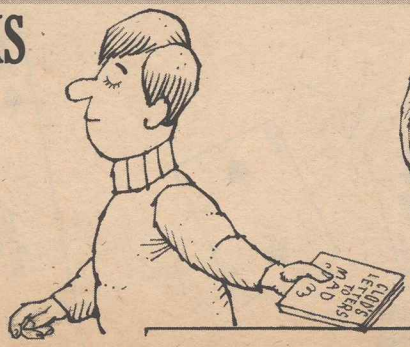
RUBBER ERASERS

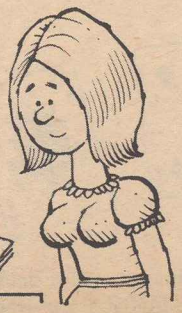


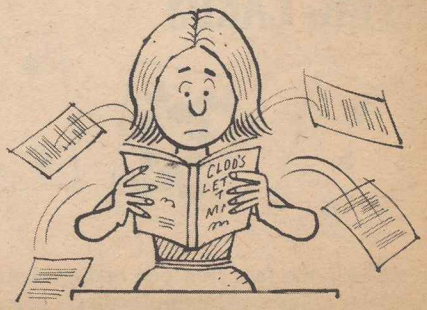
In appearance and use, many rubber erasers seem perfectly normal ...for a while! But when the ¼ inch layer of "live" rubber is worn off, the hard rubber core renders the rest of the eraser totally useless.

PAPERBACK BOOKS







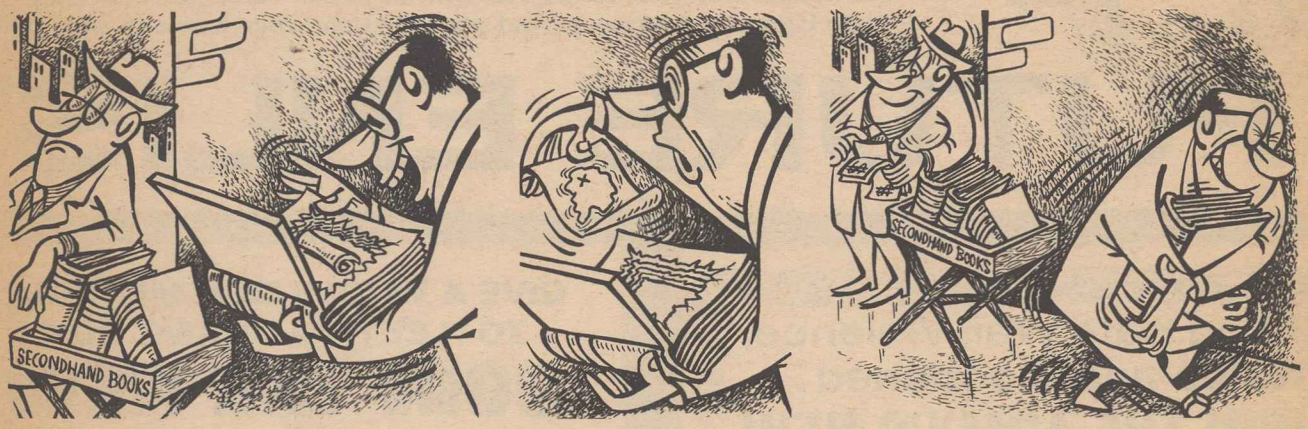


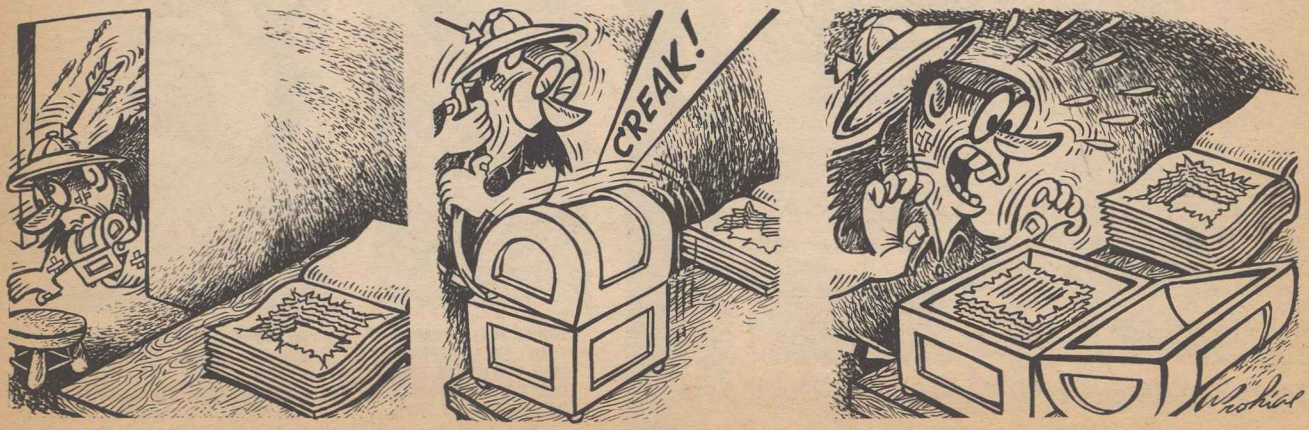
Most paperback book publishers equip their products with special "one-use" bindings made from rigid-drying glue which limit books to one reader. When buyer first opens the book and turns the pages, binding is broken half-way. When book is closed, binding is broken rest of the way. The next time the book is opened, all the pages fall out.

FINDERS, WEEPERS DEPT.

THE TREASURE MAP

ARTIST & WRITER: ANTONIO PROHIAS





YOU'RE IN THE ARMY—WOW! DEPARTMENT

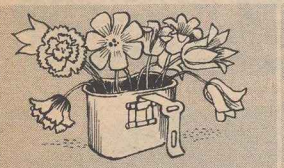
In an effort to get more young men to volunteer, the Armed Services are resorting to new and varied incentive plans. For example, you can sign up to serve with your friends (if you have any). Or you can get a written guarantee that your Army job will be in the career field of your choice (like Cleaning Latrines). And you can wear your hair any way that you

FUTURE ENLIST

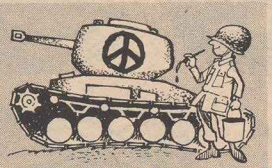
If You Hate War, Violence, Noise and Bloodshed...

JOIN THE ARMY'S NEW

Dove Division



MAKE PAPER FLOWER CENTERPIECE FOR MESS HALL TABLES



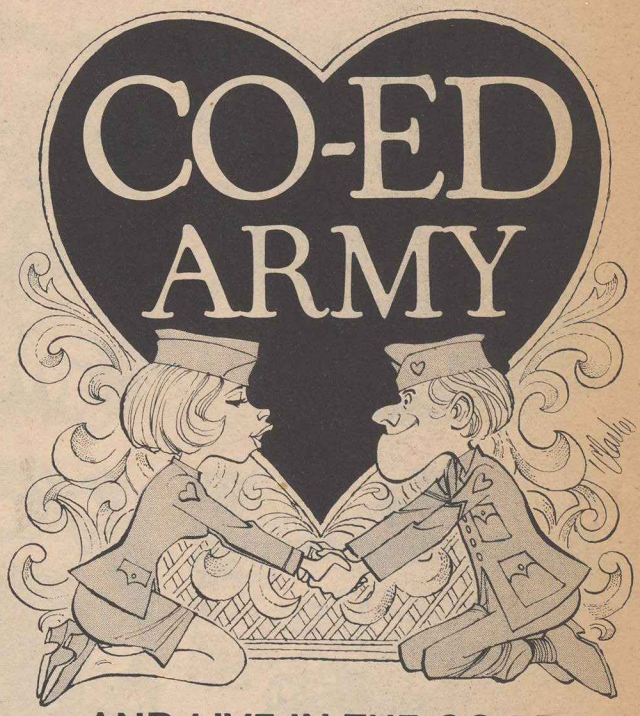
PAINT PEACE SIGNS ON ARMY EQUIPMENT

SEND LOVE BEADS TO THE ENEMY

WRITE LETTERS TO YOUR BATTLE-WEARY FELLOW G.I.'S IN THE BATTLE ZONES ON COLLEGE CAMPUSES

GIVE A WHOLE NEW MEANING TO "LET IT ALL HANG OUT"

JOIN THE NEW

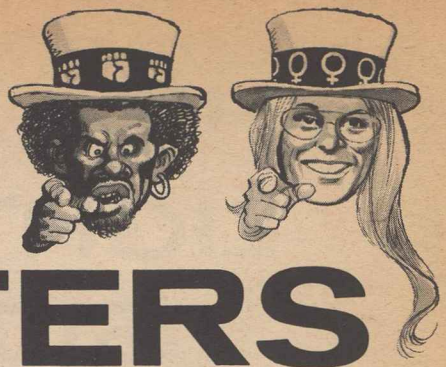


AND LIVE IN THE CO-ED BARRACKS AT WILD NEW CAMP HANKY-PANKY!

YOU'LL FEEL CLEANER THAN EVER BEFORE! (OUR ENLISTEES USE THE CO-ED SHOWERS 5 TO 10 TIMES A DAY!)

WE DON'T SEPARATE THE MEN FROM THE BOYS . . . OR THE BOYS FROM THE GIRLS! IN FACT, WE HELP PROMOTE ROMANCE WITH CANDLE-LIT FOXHOLES AND AIRPLANE COCKPITS FOR TWO!

want (although spit-curls are still frowned upon). The Navy recently announced that from now on, all their ships are going to be made "homier." They're even talking about assigning female personnel to sea duty... which should make them ships about as "homey" as they can get! Anyway, since this "come-on trend" seems to work, we may soon be seeing these



MENT POSTERS

ARTIST: BOB CLARKE WRITERS: DICK De BARTOLO & DONALD K. EPSTEIN

EUROPE ON $10 A DAY*

AND YOU DON'T PAY US...WE PAY YOU!

JOIN THE U.S. ARMY TRAVEL CLUB

★ WE PAY ALL TRANSPORTATION COSTS
★ WE SUPPLY A NEW TRAVEL WARDROBE
★ NO TIPPING OR GRATUITIES—EVER

*Based on multiple occupancy, 40 in a barracks, with 3 mess hall meals a day.

NOTE: WE RESERVE THE RIGHT TO SUBSTITUTE SOME EXOTIC ASIAN COUNTRY LIKE VIETNAM IF ACCOMMODATIONS IN EUROPEAN COUNTRIES ARE FILLED UP.

IF YOU'VE GOT 40 HOURS A WEEK TO SPARE, YOU CAN FULFILL YOUR PATRIOTIC DUTY IN THE NEW...

Monday-To-Friday (9-to-5) ARMY

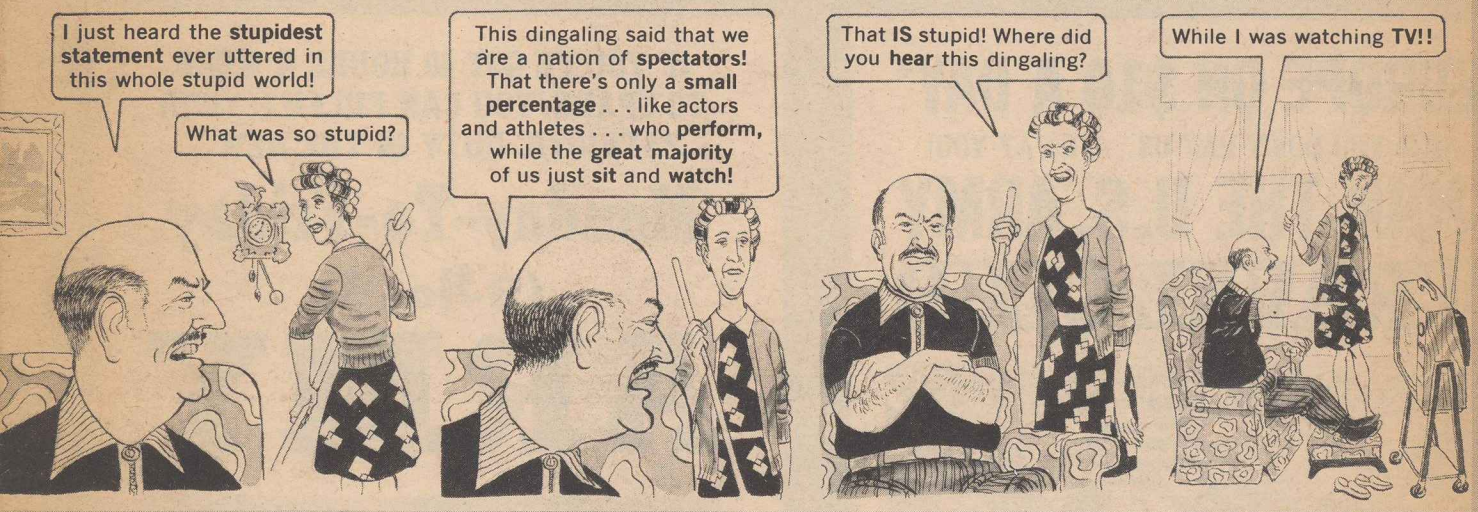
ALL UNION HOLIDAYS | FREE ATTACHE CASE | KEY TO THE EXECUTIVE LATRINE | USE OF YOUR OWN 9-TON* BUSINESS CAR

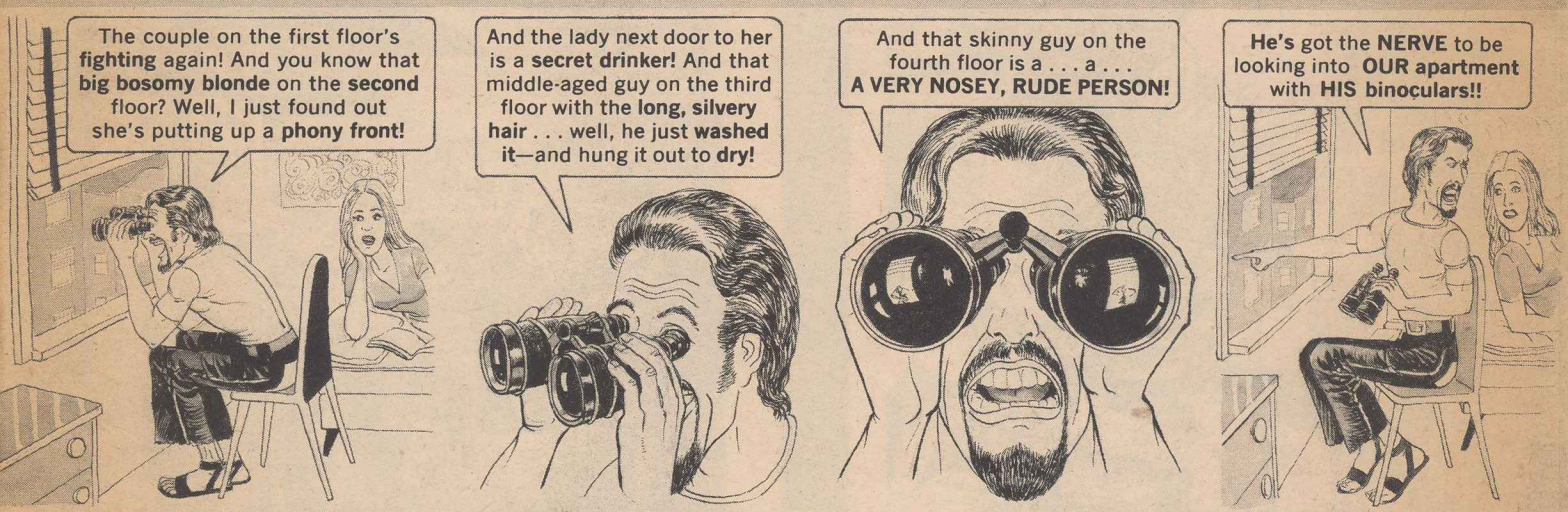
Yes, in Uncle Sam's new "Monday-to-Friday, 9-to-5 Army" you don't have to work any harder or longer than your buddies in the Business World! And if, one night, you have to stay late to finish up some war, you'll get time-and-a-half for overtime!

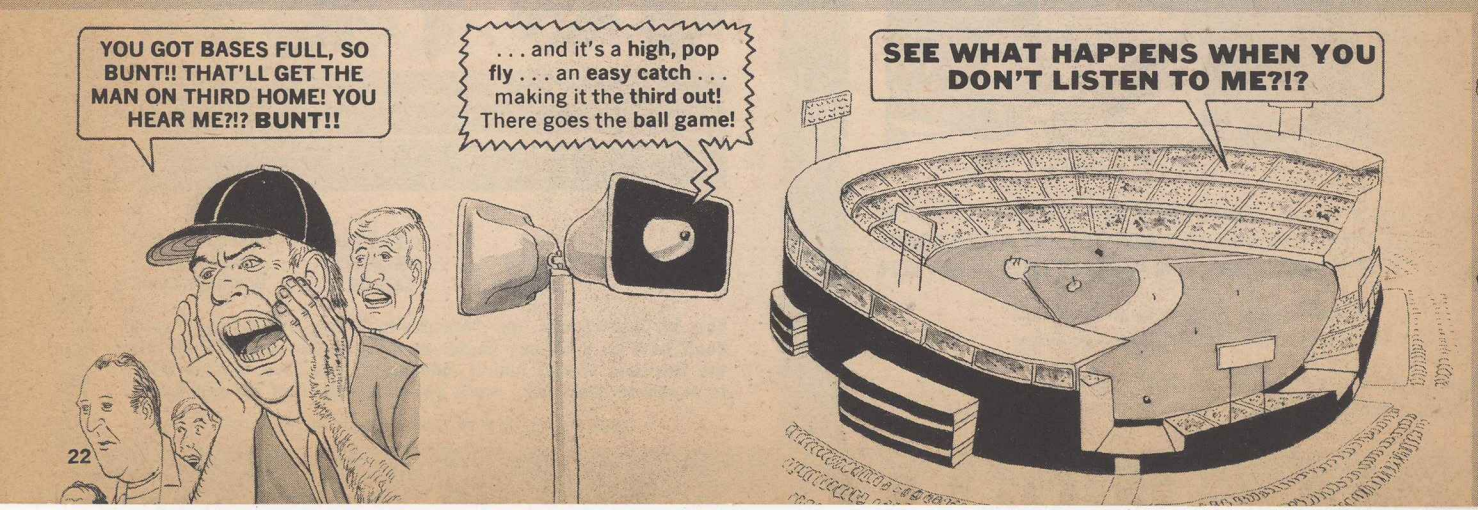
*YOUR CHOICE OF M-60 TANK OR M-113 APC CARRIER

BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF... SPE

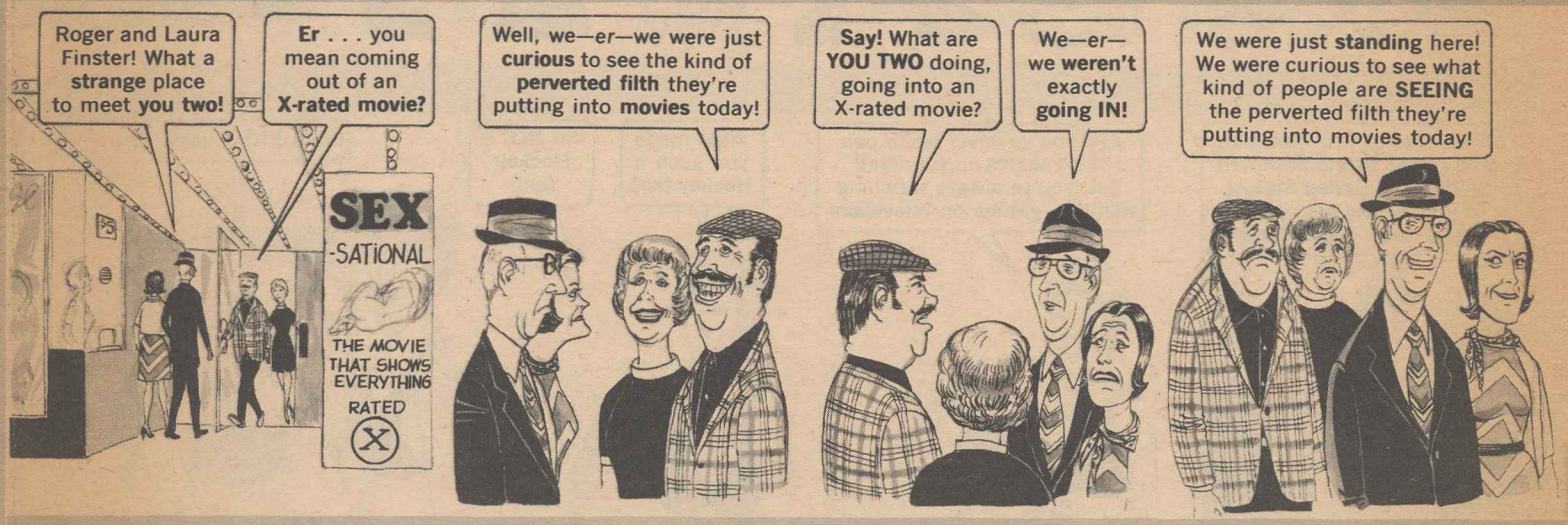


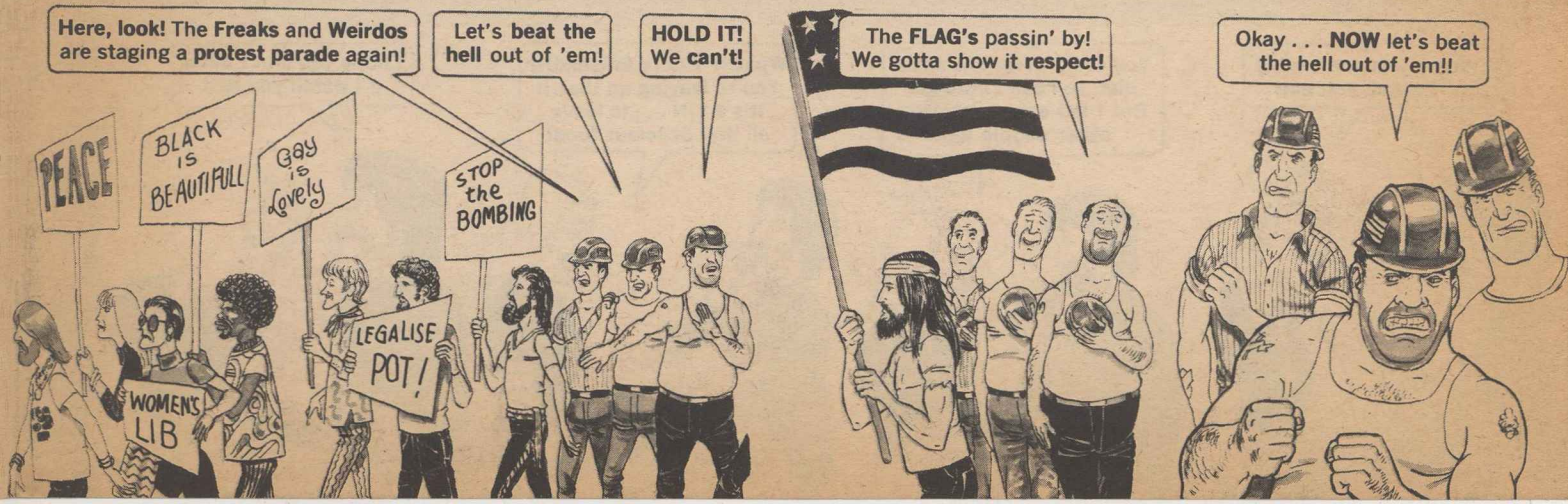




CTATORS

ARTIST & WRITER: DAVE BERG



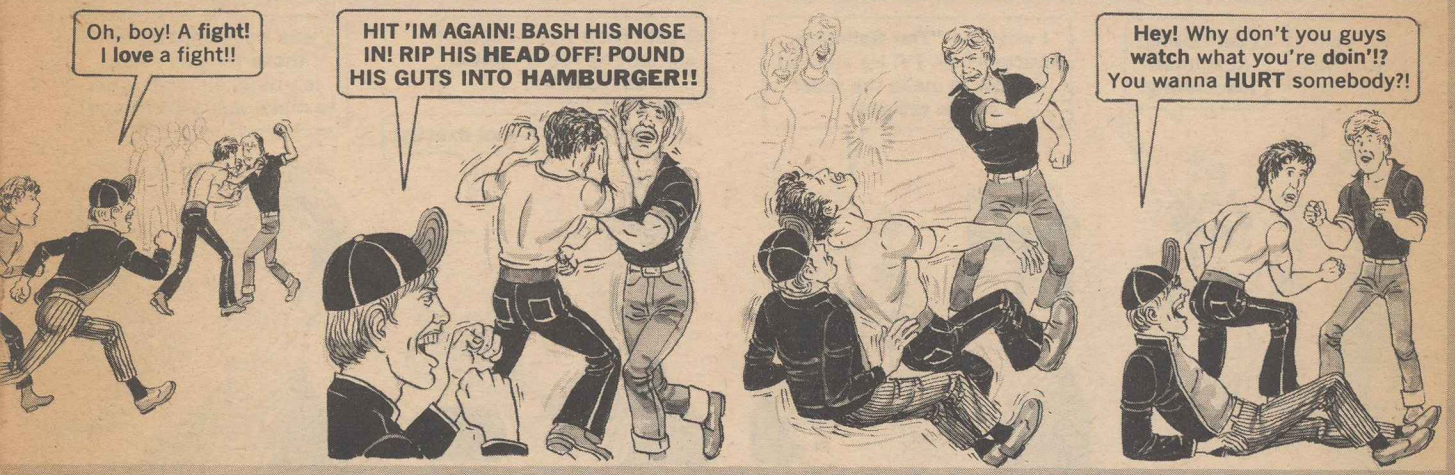


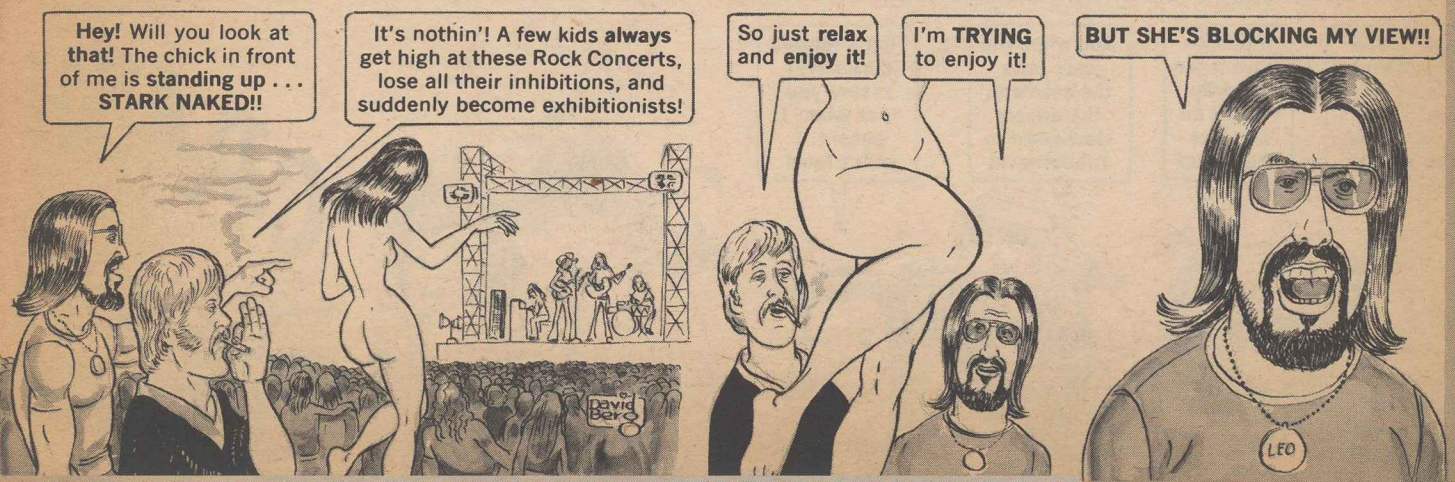
You told me that you ENJOY Opera! Right?
That's right!
You told me to send away for tickets months in advance! You told me to spend $25.00 for the best seats! Right?
That's right! So . . . ?
SO HOW COME YOU SLEPT THROUGH THE WHOLE THING?!
That's what I enjoy about Opera!!
It's amazing! You were born and raised in the Southern part of the United States! In your whole life, you've never even SEEN snow!
And you've never had a pair of ice skates on your feet! Yet, you're always watching HOCKEY games on television!
What made you such a Hockey fan?
I'm NOT a Hockey fan!!
I'm a FIGHT fan!!
Look at that Mrs. Kaputnik! She's a Senior Citizen like us! So what does she do? Plays tennis, golf and shuffleboard! And she's always volunteering for every Hospital Affair and Charity Fund Drive!
Not only that, but she dyes her hair, wears make-up like some painted hussy, and makes goo-goo eyes at all the men!
Why can't she accept growing old gracefully?! Why can't she act her age?! Why can't she just sit here on a park bench . . .
. . . and MIND HER OWN BUSINESS . . .
. . . LIKE ME?!?
I hope you don't mind if I watch you eat!
You see, I'm on this strict diet, so I can't indulge! But I DO enjoy watching other people eat!
What?!? You're finished?!? You're leaving all that?!? It's a SIN . . . to leave all that delicious food!
I hope you don't mind if I watch you eat!

Hey, why do you need a radio at a ball game?
I listen to the announcer describe the game! That way I know what's really going on!
GO, MAN, GO!!
Boy, that was one exciting game!
I wouldn't know!
EXIT
Everybody was yelling and screaming and making so much noise that I couldn't hear what was happening!!
How long have you kids been waiting on line?
BOX OFFICE
CLOSED
Two days! We want to make darn sure we get in to see this Rock Concert!
TWO DAYS?!? Good Lord, is that al! you kids like to do with your lives . . . be SPECTATORS?!?
Of course not!
We ALSO like waiting on line!!
Hi, dear! How was your day?
Fascinating! Absolutely fascinating!
I watched "The Galloping Gourmet" on TV! He showed us how to make the most exotic recipes!
Great! Then I can expect something really exotic to eat tonight . . . !?
Er—not exactly!
I was so fascinated with those recipes I was learning, all I had time to make was a TV Dinner!
Oh, I SEE why there's a traffic jam! There's an accident up ahead!
If people drove more carefully, there'd be lots less accidents!
And when the cars pass the accident, the drivers slow down to rubberneck!
That's morbid curiosity! I assure you that when I pass it, I won't look!
CRASH

Why are you sitting there in those clothes?
It's my jogging outfit!
But you're watching television! You're not jogging!
Oh, yes I am! Every time a commercial comes on, I jog to the bathroom . . . or some other place!
Hey, that's a great idea! You must be losing a lot of weight!
No, as a matter of fact, I'm GAINING!
Mostly . . . I jog to the KITCHEN!!

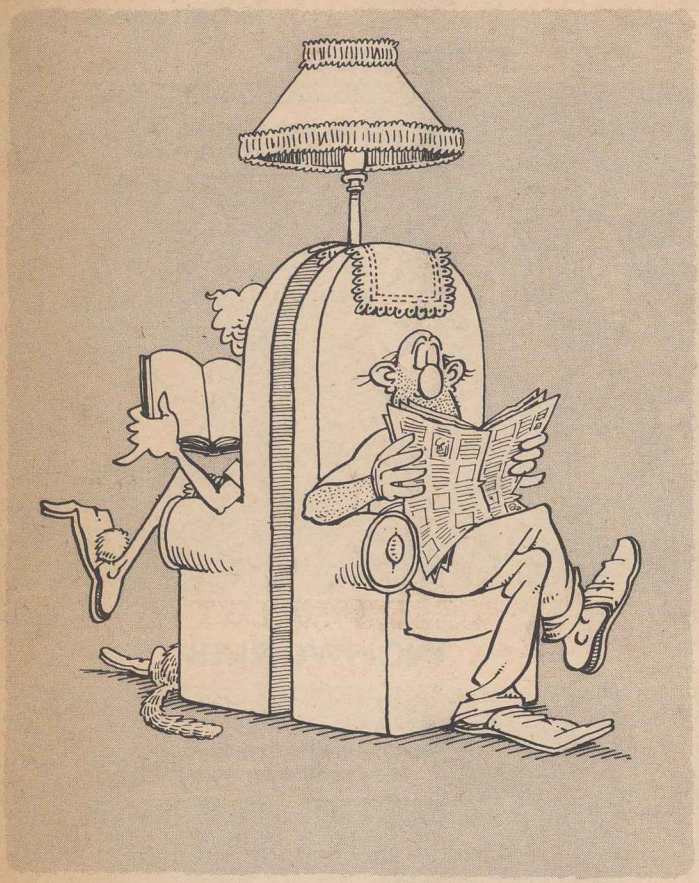
Is there something in particular that you want?
Oh, no . . . I'm just looking!
Sale
Keep your eye on that dame over there! She may be one of those Shoplifters you're trying to catch! She's been browsing around . . . acting suspicious!
Er . . . I notice you've been staring at me! Is there something in particular you want . . . ?
Oh, no . . . I'm just looking!

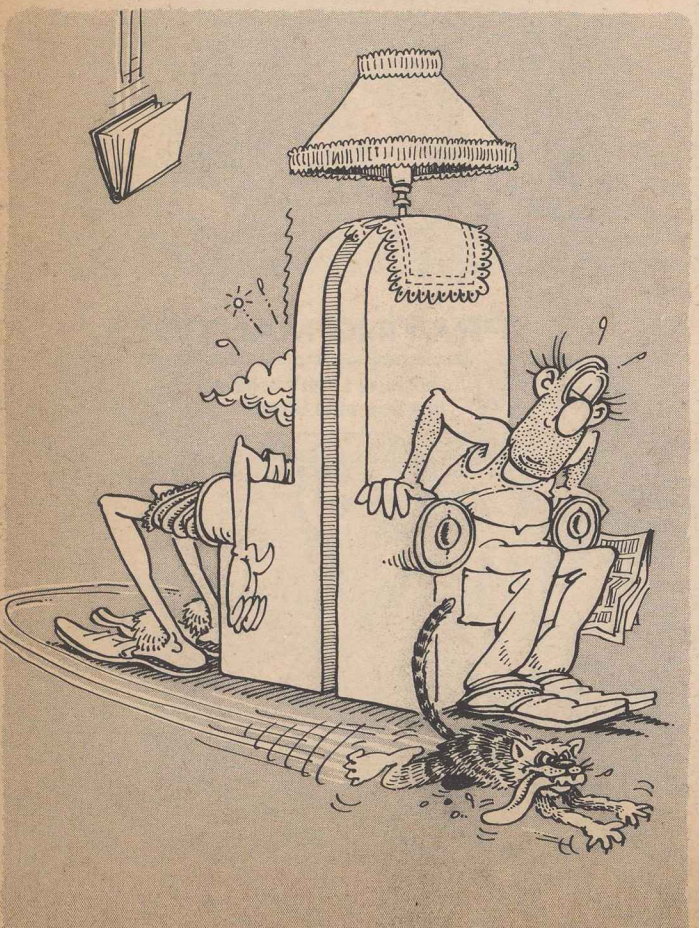

Oh, boy! A fight! I love a fight!!
HIT 'IM AGAIN! BASH HIS NOSE IN! RIP HIS HEAD OFF! POUND HIS GUTS INTO HAMBURGER!!
Hey! Why don't you guys watch what you're doin'!? You wanna HURT somebody?!

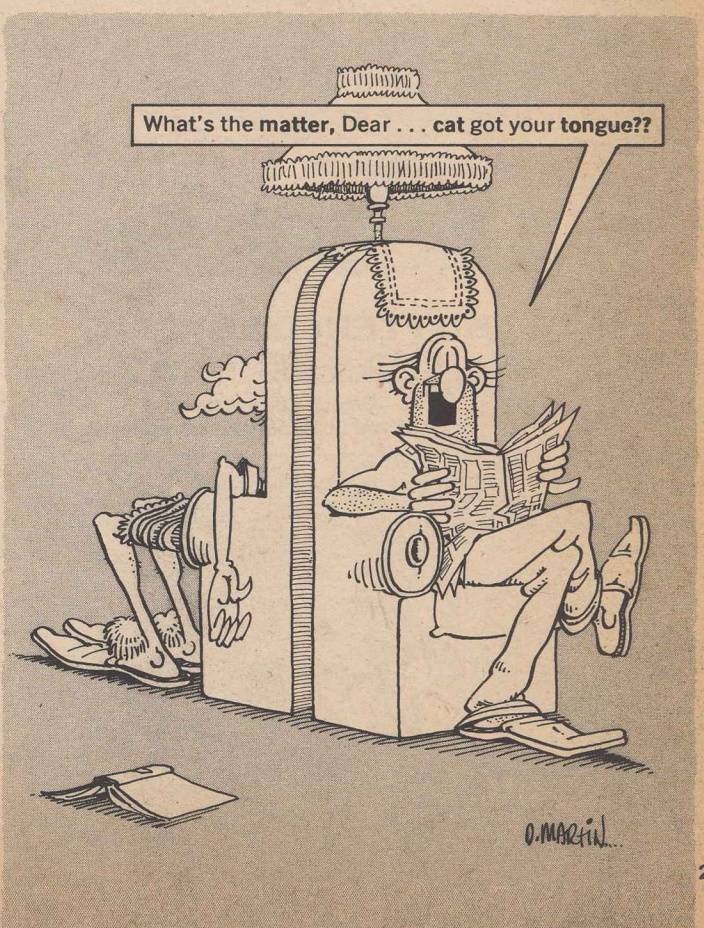

Hey! Will you look at that! The chick in front of me is standing up . . . STARK NAKED!!
It's nothin'! A few kids always get high at these Rock Concerts, lose all their inhibitions, and suddenly become exhibitionists!
So just relax and enjoy it!
I'm TRYING to enjoy it!
BUT SHE'S BLOCKING MY VIEW!!
David Berg
LEO

DON MARTIN DEPT. PART I

ONE NIGHT IN A LIVING ROOM





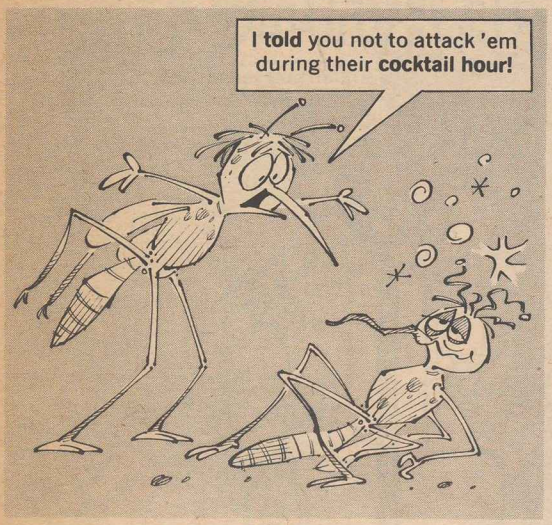


INSECT ASIDES DEPT.

MAD "BUGS" THE

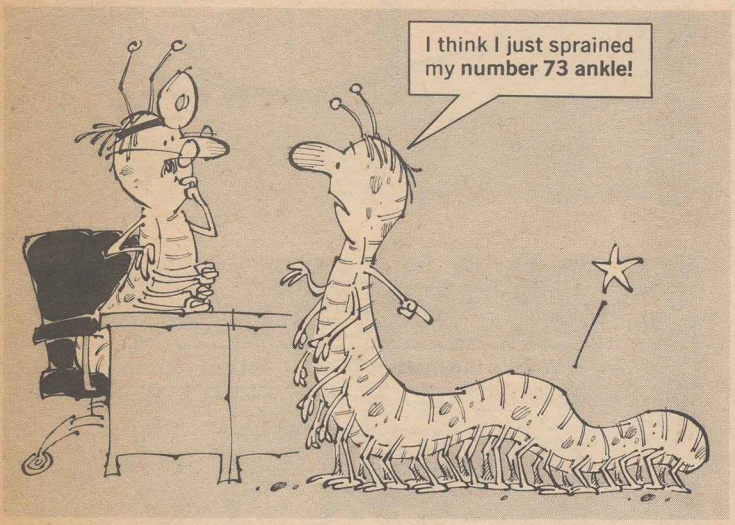
ARTIST: PAUL COKER, JR.

MOSQUITOES

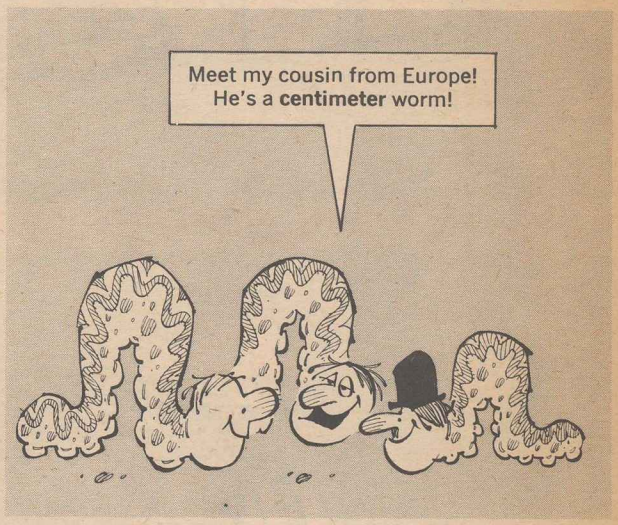


FIREFLIES

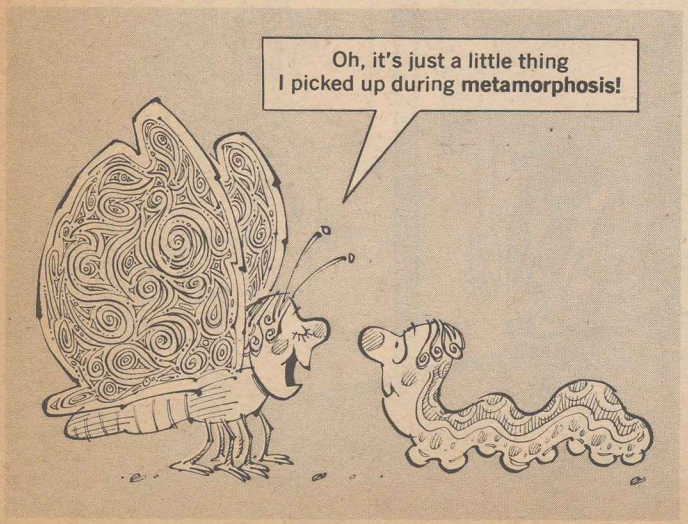
CENTIPEDES



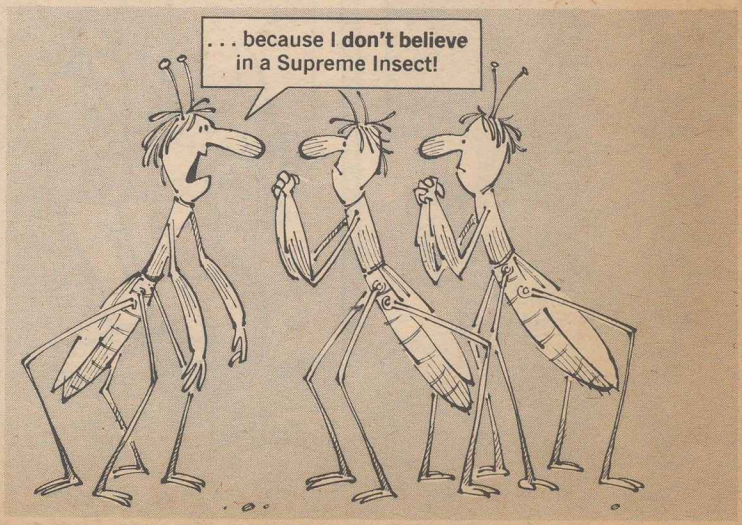
INCHWORMS



BUTTERFLIES



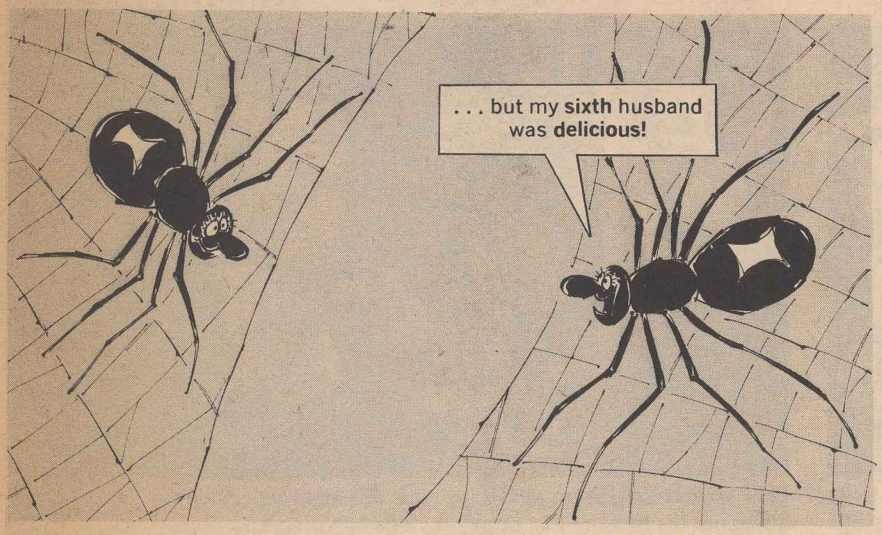
PRAYING MANTISES



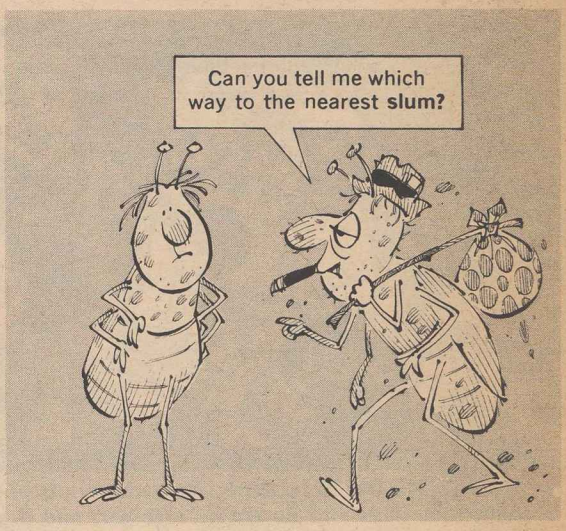
INSECT WORLD

WRITER: PAUL PETER PORGES

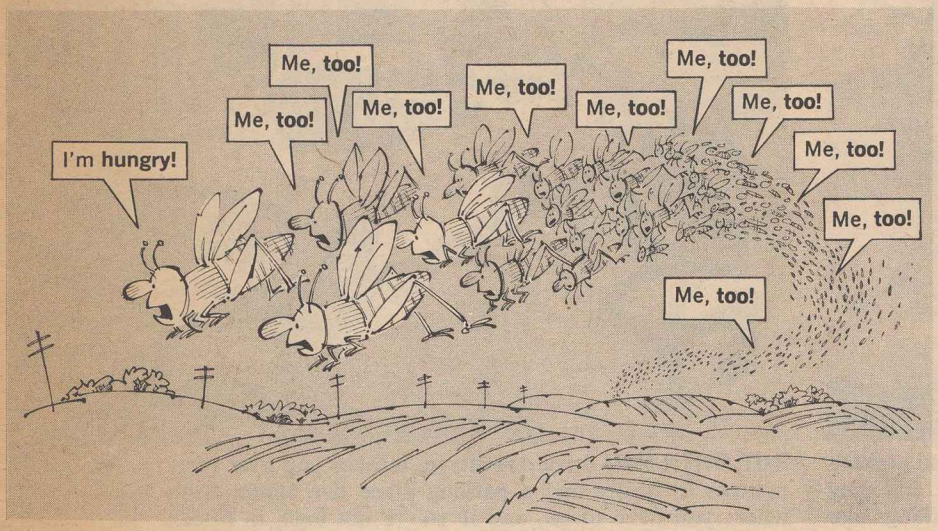
BLACK WIDOW SPIDERS



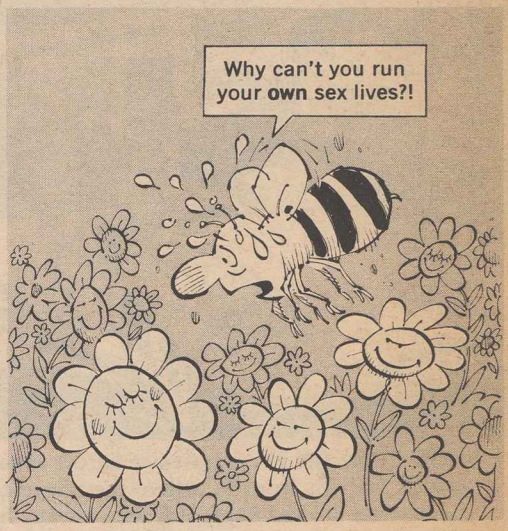
COCKROACHES



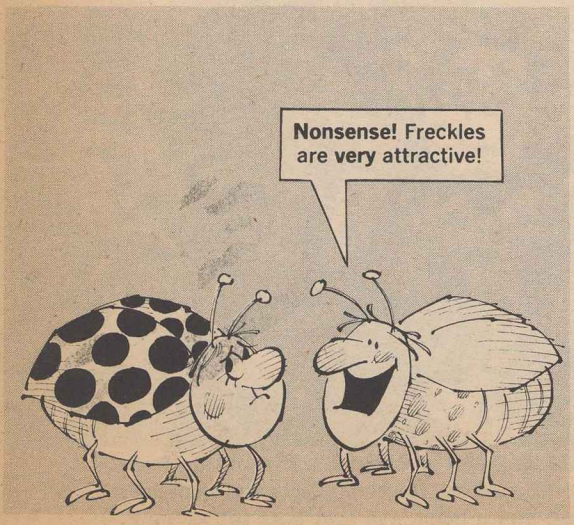
LOCUSTS



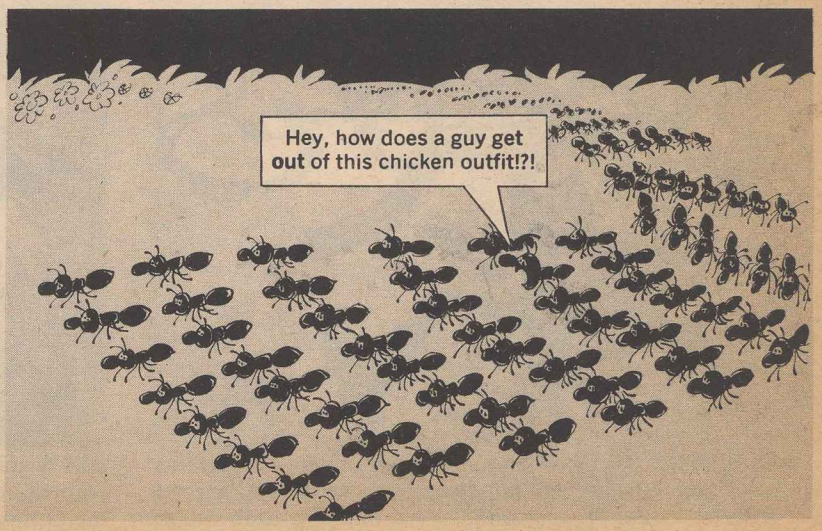
HONEY BEES



LADY BUGS



SOLDIER ANTS

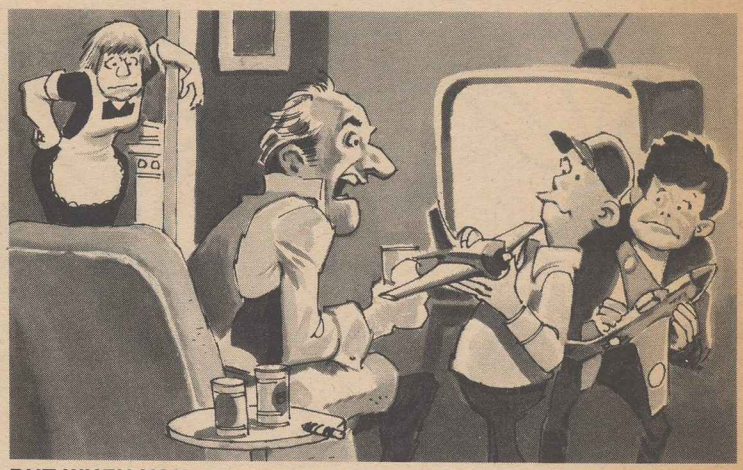


TO TELLY TRUTH DEPT.

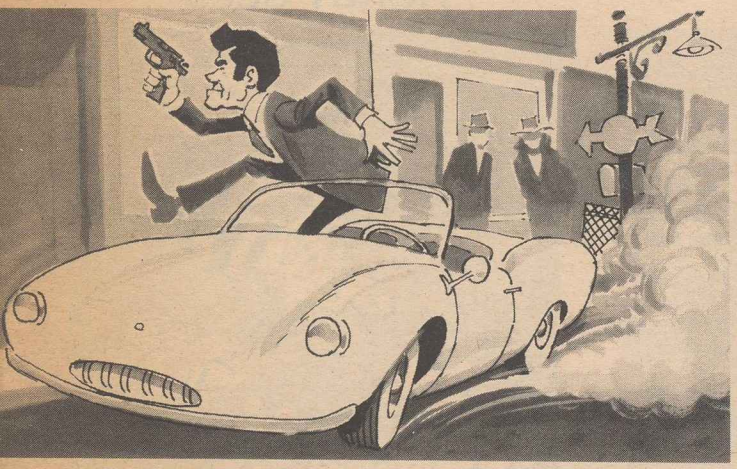
HOW COM

ARTIST: JACK RICKARD

HOW COME ON TV, parents always have lots of time to be with their kids and do things together, and it seems like Dad's never at the office and Mom's never doing housework,



BUT WHEN YOU want to talk to your old man, he's always filling out his Income Tax or paying bills or worse, and Mom has a headache and always wants to go out for dinner!



HOW COME ON TV, private-eye heroes always find parking places right in front of where they have to go, and they never take the car keys, and they always leave things like cameras and guns and valuables in the glove compartment,

BUT WHEN YOU drive downtown, it takes you over forty minutes to finally find a parking place five blocks from where you have to go, and if you're not back in fifteen seconds, you find your car's been stripped and ticketed!

HOW COME ON TV, when a cowboy or private-eye gets into a kicking, gouging and punching fight, he always emerges without a scratch and with all his dazzling teeth intact,

BUT WHEN YOU merely get involved in a friendly argument with the neighborhood bully, you end up with two teeth missing, a nose-bleed, and a black eye that lasts for a month!

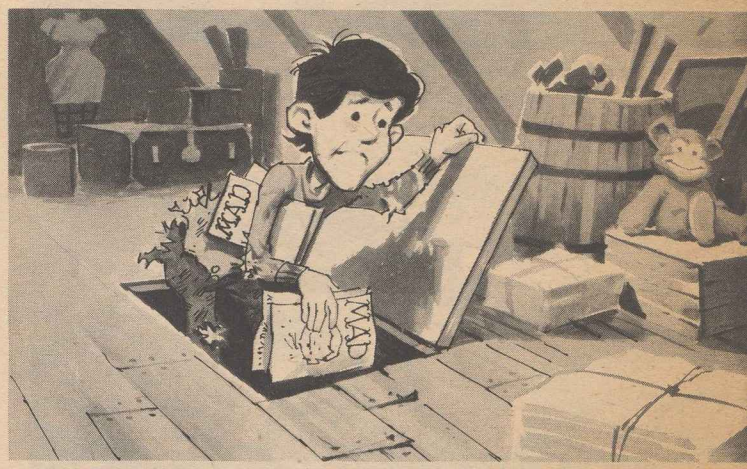
E ON TV...?

WRITER: PAUL PETER PORGES

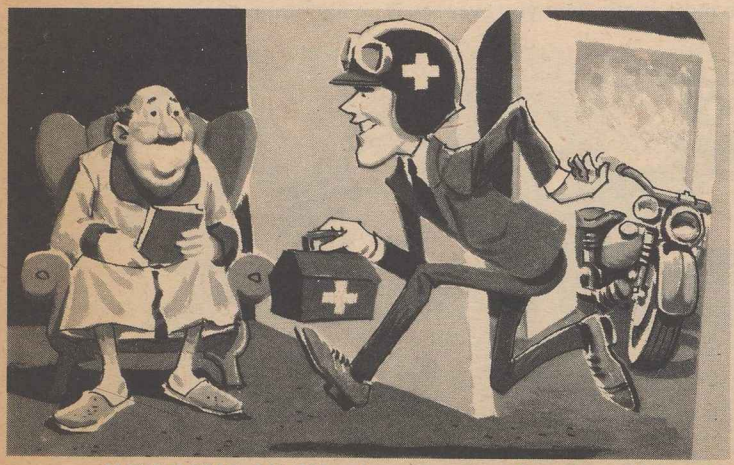
HOW COME ON TV, when a cook prepares a French gourmet meal of Duck a l'Orange with stuffed mushroom caps and Crêpes Suzette, there's never a dirty dish in sight...

BUT WHEN YOU fix yourself a simple snack of ham and eggs, there isn't a clean dish or pot left in the house and the kitchen looks like a hurricane blew through it!

HOW COME ON TV, when the hero is kept prisoner in the bilge of a herring boat for a week and then saves himself by swimming through a two-mile oil slick, he always comes out with his suit looking like it's just been dry cleaned,



BUT WHEN YOU just go up into the attic for ten minutes to look for a back copy of The National Geographic, you always come down needing a shower and a complete change of clothes, and your Mother has mending to do for a week!



HOW COME ON TV, when a patient has the sniffles, the TV Doctor jumps on his motorcycle and roars right over in the middle of the night because he's really concerned,

BUT WHEN YOU run a fever of 105°, his Service tells you to come in the next morning because she can't disturb the doctor *NOW*... and he never makes house calls anyway!

HOW COME ON TV, commercials for airlines always show carefree, happy people traveling with hardly any luggage,

BUT WHEN YOU travel by air, your plane is cancelled or 6 hours late, and they always load at the furthest gate!

HOW COME ON TV, drunks are always portrayed as charming, cute, elegant people who are fun to watch and listen to,

BUT WHEN YOU run into a drunk, he's usually obnoxious, he always reeks, and he invariably throws up all over you!

HOW COME ON TV, underwater shots are always where it's crystal clear with exotic colored fish, plants and coral,

BUT WHEN YOU go snorkeling in the muddy waters near you the most exotic item you ever see is an aluminum Cola can.

HOW COME ON TV, the sexy, gorgeous girl usually talks to the fellow first, and she always invites him up to her apartment for a home-cooked meal...or a drink...or...

BUT WHEN YOU make just one sly, witty remark to some ugly girl on the street, she immediately screams for the cops and has you arrested for making a lewd suggestion!

FEVER PITCH DEPT.

Hypochondriacs are really living when they think they're dying! Their condition manifests abnormal anxiety over their health, often with imaginary illnesses and severe melancholy. Which is about the way you'll feel as you read

FAILING HEALTH

The Frighteningly Informative Magazine for Hypochondriacs

IN THIS ISSUE:

YOUR DOCTOR PROBABLY ISN'T QUALIFIED TO DIAGNOSE YOUR CASE!

●●●●●

20/20 VISION: THE NEGLECTED SYMPTOM OF APPROACHING DEAFNESS

●●●●●

AN EXCLUSIVE EXPOSE

YOUR LAB TESTS COULD EASILY GET MIXED UP WITH A HEALTHY PERSON'S

●●●●●

101 RARE DISEASES YOUR ANNUAL CHECK-UP WOULD NEVER REVEAL!

●●●●●

ARE UNFILLED CAVITIES WORSE THAN LETTING A DENTIST BREATHE ON YOU?

●●●●●

THIS MONTH'S FULL-COLOR NUDE FOLD-OUT:

Marcus Welby

ASIAN FLU SEASON 1973

75c PER COPY

(Or $6.25 if Dispensed by Prescription)

One Hypochondriac's Solution to Rising Medical Costs:

"MY DISABILITY INSURANCE MONEY HELPED PUT MOM THROUGH NURSING SCHOOL!"

ARTIST: JACK DAVIS WRITER: TOM KOCH

CLASSIFIED SECTION

HELP WANTED

Puny, underweight sicko sought by chain of body building studios to pose for "Before" pictures in new ad campaign. Must be experienced in showing symptoms similar to those of beri-beri and rickets. Blotchy complexion helpful. Send resume and photo to Bulging Biceps Enterprises, Muscle Beach, Calif.

Wealthy hypochondriac desperately needs doctor willing to make house calls. Price no object. License to practice preferred but not required. Patient willing to move anywhere to get humane treatment. Box 376, Failing Health.

FOR SALE

Frail owner too weak to haggle must sacrifice modern Arizona rancho. Close to hospital, ambulance service and prescription pharmacy. Marked down for quick sale as occupant has overcome respiratory symptoms requiring desert climate and developed allergies to sunstroke and rattlesnakes instead. Paul Z. Twitch, R.R. 3, Noplace, Ariz.

Let a sickly pet be your shut-in companion! Large puppy and kitten wholesaler is clearing out entire stock of feeble, neurotic animals returned for refund by original purchasers. Some have distemper and mange; others merely throw up on rugs or can't be housebroken. All make ideal pets for hypochondriacs as they are too weak and nervous to romp with masters, be taken for walks, etc. Write Whimpering Reject Kennels, 29 Blighted Palms, Calif.

PERSONALS

Suave Bachelor in mid-thirties with unconfirmed cases of gangrene, varicose veins, chronic catarrh and fallen arches wishes to meet voluptuous swinger with similar symptoms. Object: pleasant hours of comparing medical histories. Box 327, Failing Health.

Look as sick as you feel in 30 days or money back! Miracle diet ends embarrassment of having robust appearance make your health complaints seem questionable. Simple plan replaces food intake with two quarts of gin daily for guaranteed malnutrition, liver damage and violent case of the shakes. Send $5 for complete details to SLOW POISON DIET, Rotgut, Ky.

Need a sympathetic listener to tell about your latest frightening ailment? Hypochondriac's Telephone Service lets you whine for up to 15 minutes daily, and interjects with recorded "Awww" or "Tsk-Tsk" every 30 seconds. Unload your worries on us and feel better fast. For details, write: Dial-A-Pity, P.O. Box 771, Pacifier, Palisades, N.J.

USED CARS & TRUCKS

'47 DeSoto Ambulance. No engine, but siren and red light work fine, making it an ideal camper for hypochondriac who is afraid to travel anyway. $23 or best offer. Box 902. Failing Health.

EDITORIAL OF THE MONTH:

LET'S END FEDERAL DISCRIMINATION AGAINST HYPOCHONDRIACS

Many of our readers who tuned in the President's recent Budget Message on TV were keenly disappointed. Partially, this was because his sallow complexion and the unhealthy bags under his eyes had not changed dramatically since his last public appearance. But chiefly, we were upset because the President's health care recommendations again showed a callous attitude toward millions of loyal American hypochondriacs.

The present administration continues to seek large medical grants to find cures for well established diseases while refusing to finance research that might uncover some brand new illnesses. Countless hypochondriacs already suffer the rampaging symptoms of undiscovered ailments. How long must we wait for our government to help us find the diseases they go with?

We urge "Failing Health" readers to write their Congressmen today, demanding equal rights in no uncertain terms! However, be sure to have a friend lick the stamp and envelope for you, as there is no telling whose dirty, germ covered hands may have touched them.

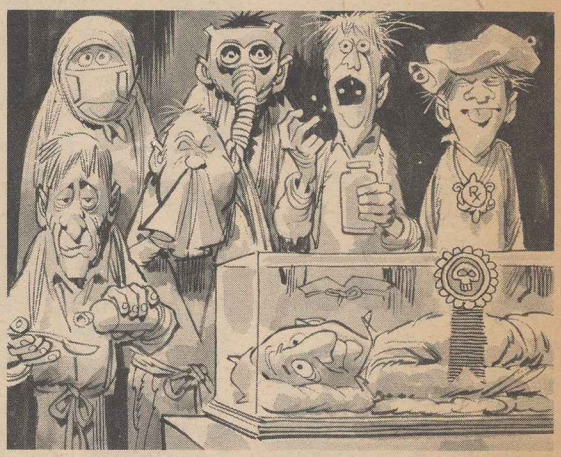
Sturgis "Whitey" Korpuscle, Editor

CENTRAL STATES SICKIES ELECT KOLLESTERALL; GREPSE WINS TOP CONVENTION EXHIBIT AWARD

Hiram "Hy" Kollesterall was elected President of the Central States Hypochondriac's Fellowship during the group's recent convention at the Chicago Medical Center, while Gerhard Grepse gained blue ribbon honors for his living display of bed sores. Grepse huddled motionless in a cramped exhibit case for the entire three-day conclave, thereby capturing the votes of the judges by a wide margin over Llewelyn Toadkiss, whose collection of surgically removed warts placed second. He was also cited for his dedication in spending 16 years flat on his back accumulating his prize display despite the fact that his only confirmed illness was a light case of mumps.

A decision on where to hold the '73 convention was postponed after a floor fight broke out between post-nasal drip sufferers, who favored the desert, and psychosomatic eczema cases, who wanted a damp location.

A good time was had by all.



Hiram "Hy" Kollesterall (center) the newly elected Central States prexy, poses at convention with the 1972-73 Board of Governors alongside of display case bearing award-winning Gerhard Grepse.

AMAZING OFFER from the DISEASE-OF-THE-MONTH CLUB

Why go on imagining you have the same monotonous disease year after year when you can now contract a new and fascinating REAL ILLNESS every month? Membership in the DISEASE-OF-THE-MONTH CLUB makes this miracle of modern science possible. Once you sign up, you'll receive a container of fast spreading, drug resistant germs through the mail every 30 days! Just inhale deeply and let nature do the rest! Enroll now and receive your choice of Asian Flu or German Measles as a BONUS DISEASE ABSOLUTELY FREE!

DISEASE-OF-THE-MONTH CLUB NEW QUARANTINE, IOWA

Hot ziggity! I am dying to join the Club and promise to pay **$12.95** a month until I catch something from you that **really** leaves me **dying.**

NAME _____ HOME ADDRESS (OR INSTITUTION) _____

A "FAILING HEALTH" SUCCESS STORY:

"How I Became An M.D. To Diagnose My Own Case And Got Rich Instead"

by Dr. Chilblain Thinblood

Although I am honored that "Failing Health" has asked me to describe my financial success in treating hypochondriacs, after I completed my M.D. studies by mail from a sick bed, I modestly refuse to take sole credit. It is said that behind every great man, there stands a woman. In my case, it was my mother. By arranging my birth two months prematurely, Mommy helped me become convinced from the start that I must be a sickly child.

I clearly recall lying in my hospital nursery crib and listening to nit-wit interns pronounce me strong and normal. I realized even then that I must someday become a doctor to disprove their idiotic contention that I need not go through life as a frail weakling.

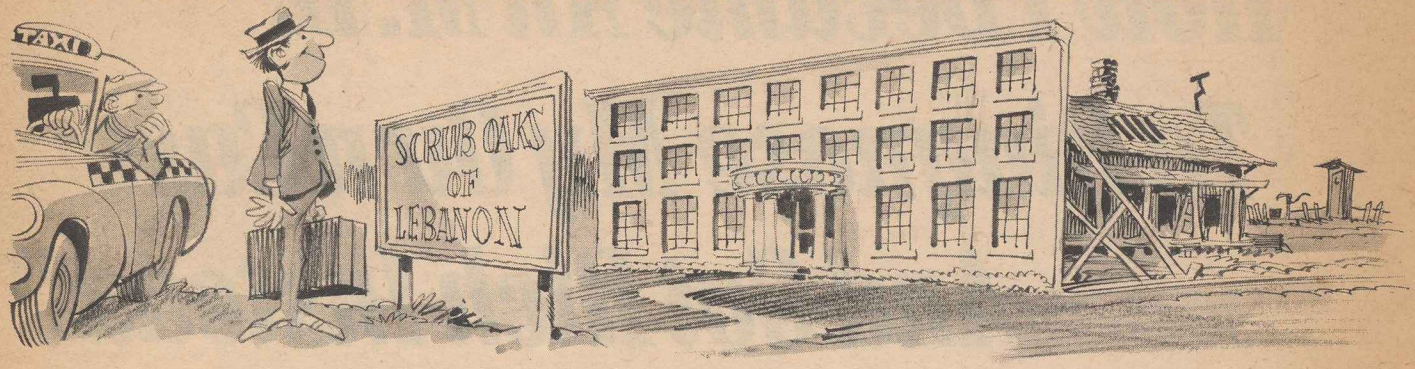
During the 25 years of illness that followed, my sole ambition in seeking a medical degree was to give my own case the thorough, negative diagnosis it richly deserved. However, once I had my shingle, it soon became apparent that fellow hypochrondriacs would pay a bundle for professional reassurance that they, too, were as sick as they felt.

The rest is history. Blessed as I was with a perpetual look of worry and concern, I managed to clear $275,000 during my first year of specializing in hypochondria. Then, it occurred to me that if I opened an office and put in more than a two-hour work day, I might turn the gimmick into a real money maker. Today, I feel gratified in *(cont. on page 126)*

Dr. Thinblood, shown carrying on busy practice from his office bed, has helped many hypochondriacs become as sick as he thinks he is.

Tired of Being Kicked out of Hospitals?

A SYMPATHETIC WELCOME AWAITS YOU AT SCRUB OAKS OF LEBANON



In this era of crowded medical facilities, many heartless hospital administrators are forcing hypochondriacs to give up their rooms merely because they seem healthy.

Now, at last, there is a Haven of Mercy for those being denied the intensive care they think they desperately need!

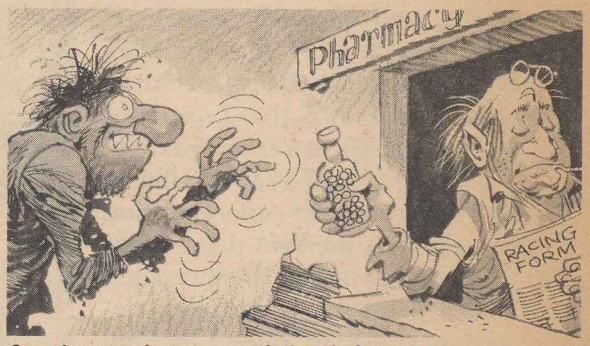
At SCRUB OAKS OF LEBANON HOSPITAL FOR THE NEBULOUSLY AFFLICTED, **NO PROOF OF ILLNESS IS EVER REQUIRED** to gain admittance! What's more, our sympathetic staff will cheerfully provide any treatment, tests or surgery you select for as long as you are able to pay.

Stay a week, a month, even a year if you like! Your unproven complaints will never be questioned. Since none of our doctors has any formal medical training, they have to take your word for it if you say you're sick.

Stop wasting money on high priced M.D.s who already are tired of your whining. Put those dollars to work at SCRUB OAKS OF LEBANON, where we try harder to create the illusion that we care.

Best of all, we offer three optional payment plans for your convenience.

Our impressive looking laboratory can administer all of the painful tests required to convince a patient that his case is being properly diagnosed.



Our pharmacy is open round the clock to alleviate suffering with pills available in your choice of 28 different decorator colors.

FILL OUT APPLICATION NOW WHILE YOU'RE STILL CONVINCED THAT YOUR LIFE DEPENDS ON IT!

Scrub Oaks Of Lebanon Hospital Lebanon, Indiana

Dear Fellahs:

I am grateful that someone is heeding my cry for help, and herewith apply for immediate admittance to Scrub Oaks of Lebanon. To cover the cost of my first week's hospitalization, I have selected the following payment option:

☐ OPTION A – $675.00 in cash enclosed. ☐ OPTION B – $675.00 Money Order enclosed.

☐ OPTION C – $675.00 worth of gold teeth enclosed.

NAME _____ ADDRESS _____ CITY _____ STATE _____ ZIP CODE _____

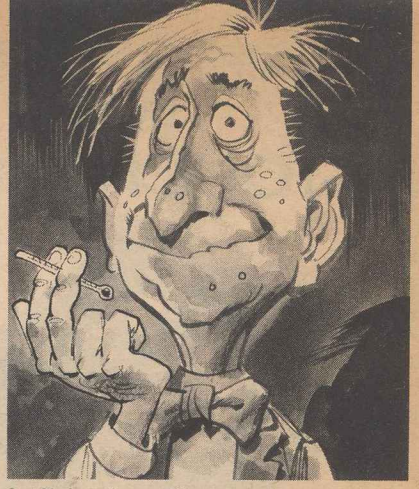
AGE _____ SEX _____ CHIEF SYMPTOMS _____

MINOR SYMPTOMS _____

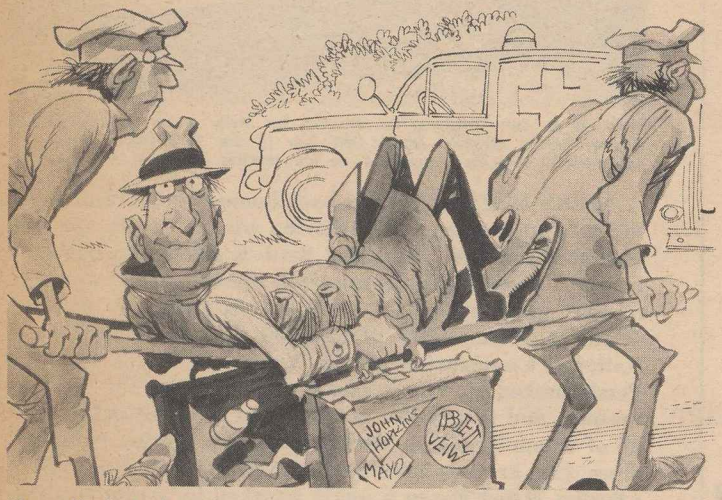
"FAILING HEALTH" SALUTES:

THE HYPOCHONDRIAC OF THE MONTH

Although a fretful dedication to aches and pains is naturally expected of every neurotic, our latest winner of the Hypochondriac of the Month Award has carried his obsessive thinking far beyond the call of duty, meet: Otto W. Sniffel of Schleb, Nebraska.

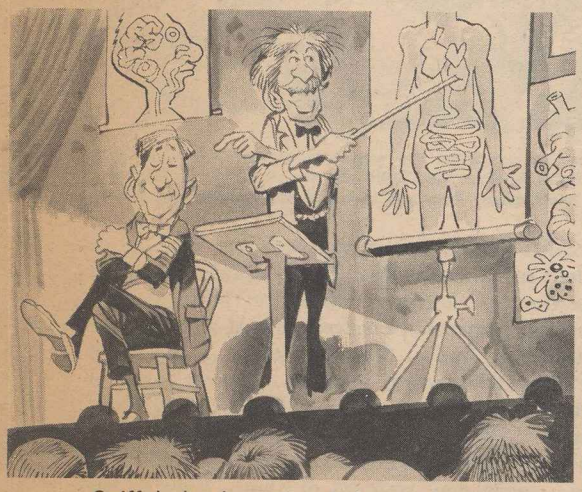


Sniffel, who will soon be receiving this month's Golden Bedpan as a symbol of the high honor, recently abandoned his home and family to devote full time to worrying about symptoms.



"I really hated to leave the wife and kids," said Crazy Otto, as he is affectionately known to medical men throughout the Great Plains states. "Edna was awful good about holding down two jobs to pay my doctor bills after poor health forced me to quit work twenty-two years ago. And the children took turns helping me to keep my temperature chart up to date. But there are so many exciting new diseases a fella can convince himself he's got these days that I had no time left over to worry about my family, too."

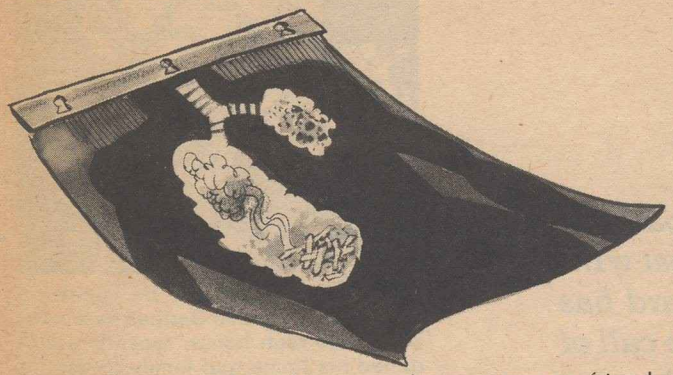
A man of many interests, Sniffel's favorite hobbies are his pancreas, his spleen and his pituitary gland. "I'm always partial to organs that aren't supposed to hurt until you are a terminal case," he explained. "Most doctors give things like a sinus congestion the quick brush-off, but there isn't an M.D. alive who won't perk up if you tell him your pancreas hurts!"



Sniffel also has attracted considerable medical attention in his community by being the first native of Nebraska in this century to complain of suffering from jungle rot, yaws, Asiatic cholera and also the bubonic plague.

In the flophouse room where he currently is holed up worrying about his health, Sniffel was notified last week that his wife is divorcing him on grounds of mental cruelty. "I got a rash all over me when I heard about it," he reported. "The doc claims it's my nerves, but I know smallpox when I see it."

GAIN SYMPATHY WITH RE-TOUCHED X-RAYS!



Don't be ashamed to show your latest X-rays to friends, relatives and co-workers just because they all came out **normal.** Let our expert photo re-touchers draw in convincing proof of the exotic disease you thought you had. Guaranteed to win **tender sympathy** from even the most **skeptical.** List symptoms you wish added to each picture and send together with check or money order for **$14.95.**

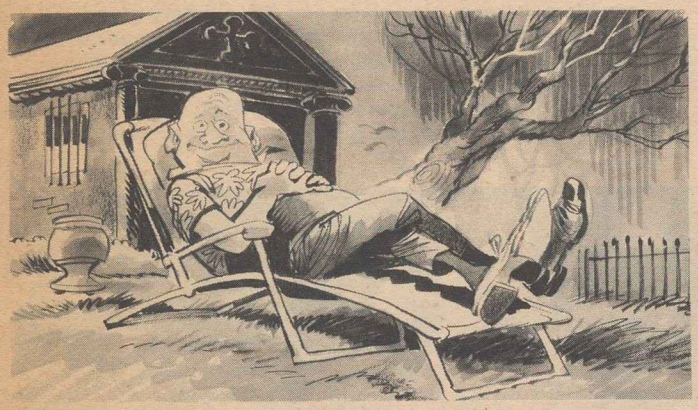
SPECIAL OFFER:

One free lower bowel with each chest or skull, this month only!

GREENWICH VILLAGE INTERNAL ARTISTS

GREENWICH VILLAGE, S. DAK.

Move To Your Final Resting Place Now!



Like most hypochondriacs, you're probably convinced that you have less than six months to live. So why not save on rent in the meantime by moving *now* to the cozy mausoleum where you think you'll soon be going anyway? Now, ETERNITY ESTATES offers spacious, dimly-lit vaults completely furnished with deluxe granite slab at the low, low price of only $3,995.00 and up. Running water available from nearby cemetery sprinkler system. Makes a nice week-end cottage even if you don't conk out as soon as you expect. Write now for no cost, no obligation brochure.

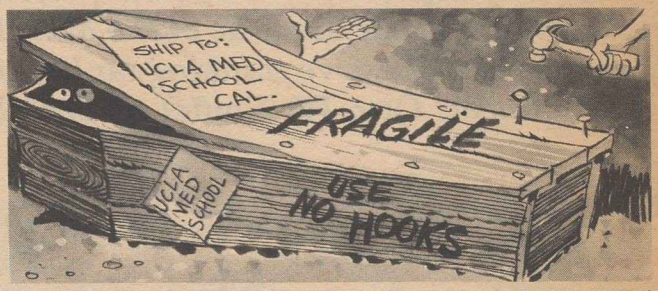
ETERNITY ESTATES

A DIVISION OF GRIM REAPER ENTERPRISES, PERMANENT HAVEN, N.J.

SICKIE SNIVELINGS

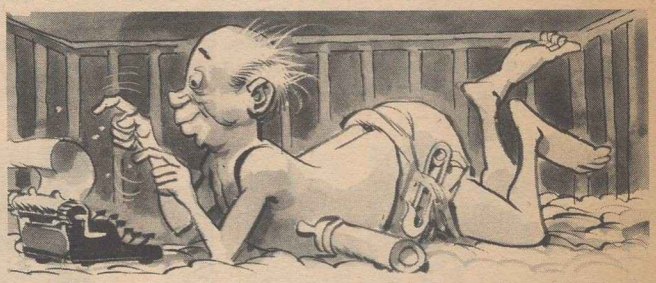
by Lucille Rose Weakly

Congrats to VELMA WOBBLE, JR., on the arrival of her firstborn, Velma III. Mother writes that Baby appeared normal at birth, but got air sick en route to the Mayo Clinic for its first monthly check-up. Glad to hear the little one inherited your queasy stomach, Velma... MORT PHALTER is still down with asthma, contracted from watching TV photos of dust storms on Mars. Mort claims to be the first in medical history to catch an illness from 35,000,000 miles away. Nice work, Pal... Long time sufferers HARVEY AND MABEL WEAKPULSE recently marked their Silver Wedding Anniversary with a second honeymoon at Mercy Hospital where they first met. Incompetent doctors couldn't find anything wrong with them *this* time either...



Hats off to Bob Eisenberg for donating his body to the U.C.L.A. Medical Center. School officials report that Bob is the first donor offering to let pre-med students experiment on his remains while he is still alive.

...MERV FEEBLEMAN is back home and bedfast following a lengthy "cure" at a Florida seaside health spa. His ulcerated sunburn contracted there is starting to heal, but he's still doctoring for granulated eyelids picked up when rougher patients kicked sand in his face... A patriotic salute to PERSHING BLEAT on his recent election as National Commander of the Veteran 4-F's of America. Persh flunked his World War II army physical for 17 major reasons, and is now the proud father of three pallid sons, all of whom have been declared unfit for service. No generation gap in your family, eh, Persh?... Bill Noll's B.W. (Boring Wife) Karen is again wracked by symptoms after a two-month relapse, during which well meaning psychiatrists came dangerously close to convincing her she was healthy.

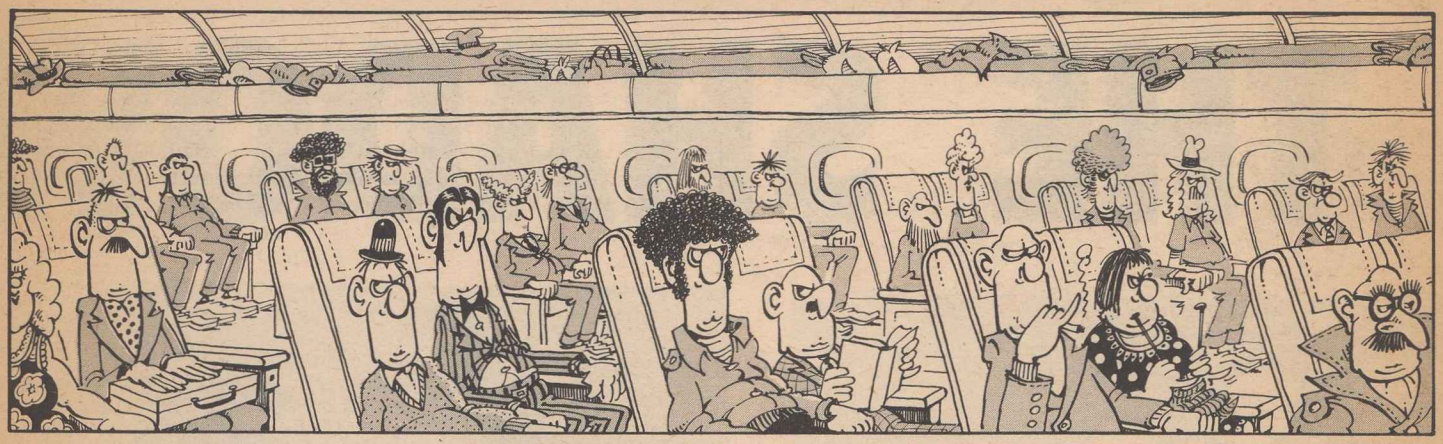


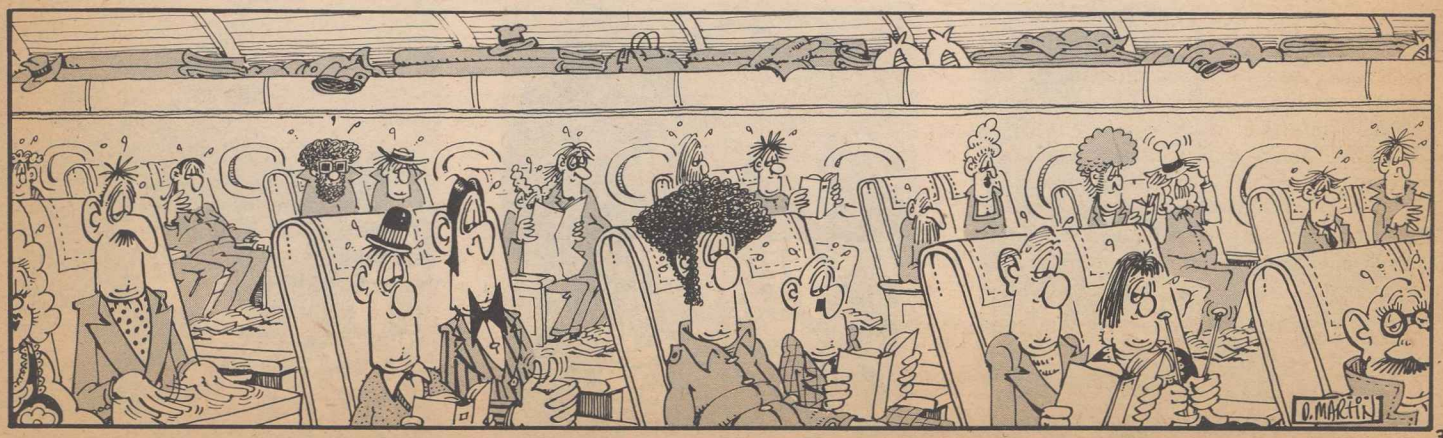
Author Ewald Koma has completed the sequel to his brilliant first book, "My 36 Years of Suffering From Acne." His new one is titled "My 36 Years of Suffering From Acute Diaper Rash and Having it Mis-Diagnosed As Acne."

RODNEY GERMPRONE has completed his year as an exchange student in Ethiopia. While there, Rod exchanged his acid indigestion and ingrown cuticle for the local varieties of typhus and pinworm. That's a valiant step toward world understanding, Rod... (Happy tidings come from RUDY FLOPPER, who writes that he recently made a $12,000 profit on the soaring stock of Shady View Convalescent Hospitals. "It couldn't have been more timely," he reports, "as I have run up $20,000 in medical bills this year." Rudy is a permanent resident of Shady View's Cincinnati franchise)... It appears that "END OF LIFE" will be a strong contender for the Hypochondriac Critics' TV Award again this year. At last body count, the serial had nine characters suffering from mysterious maladies... Until next month, ta-ta and Gesundheit.

DON MARTIN DEPT. PART II

ONE DAY ON A TRANSCONTINENTAL JET

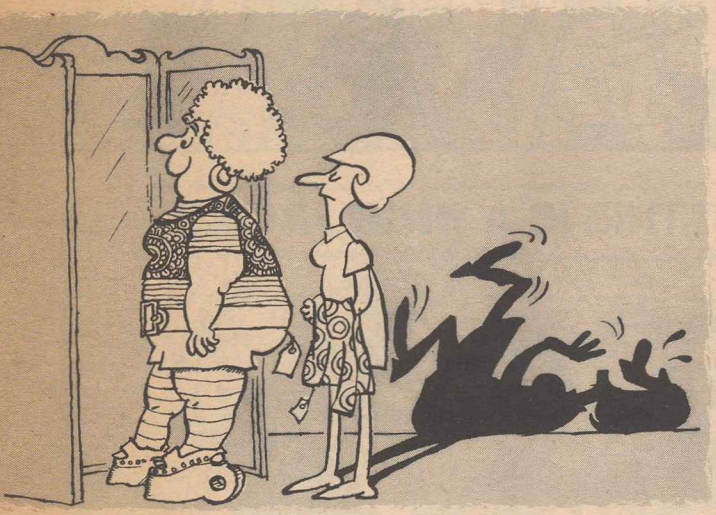


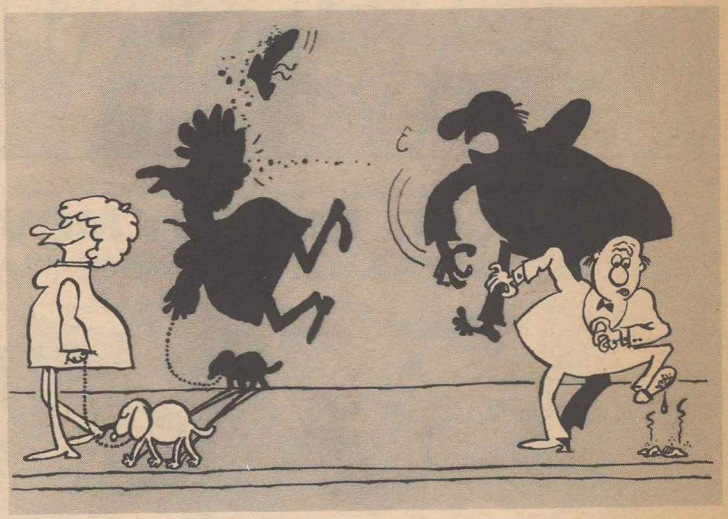


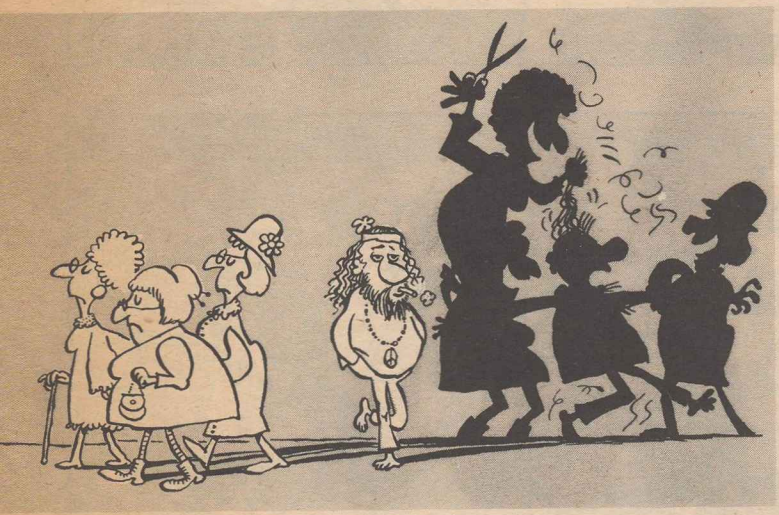
WE GOT YOUR PENUMBRA DEPT.

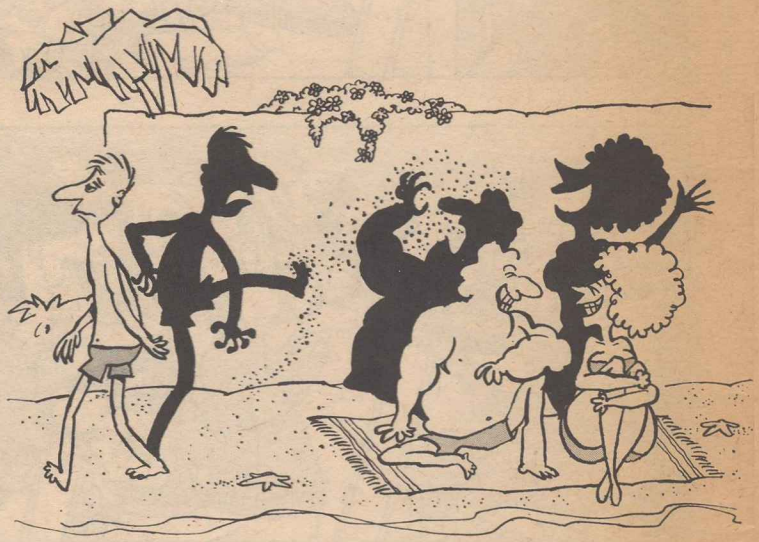
Who Knows What Evils Lurk In

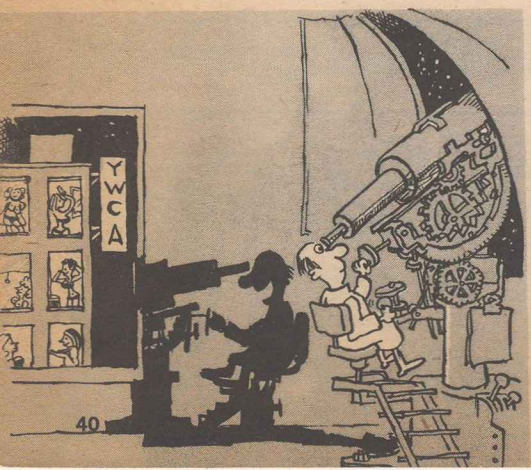
THE SHADOW

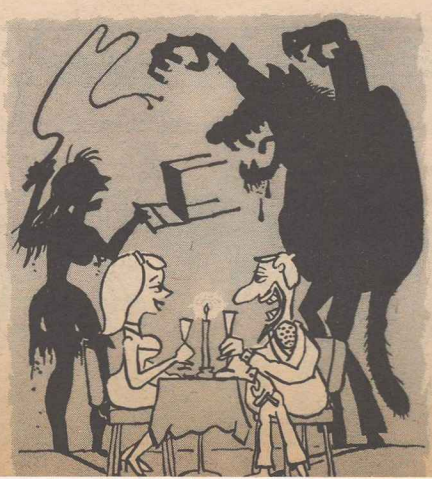






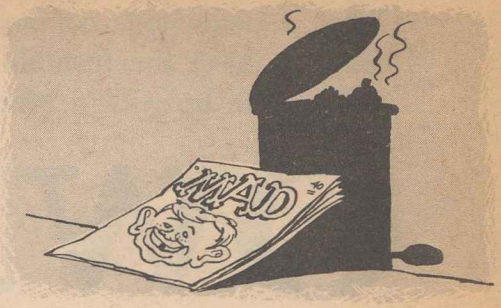




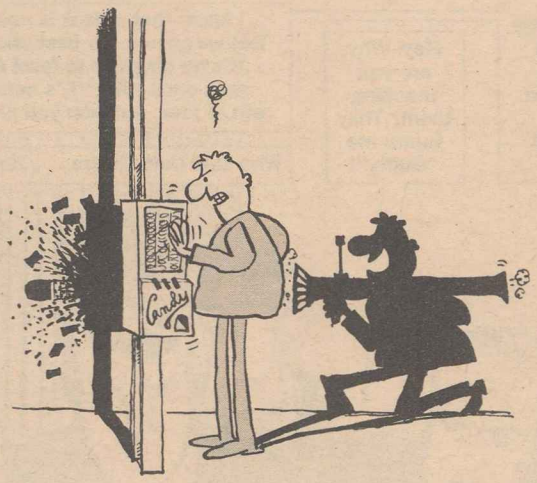


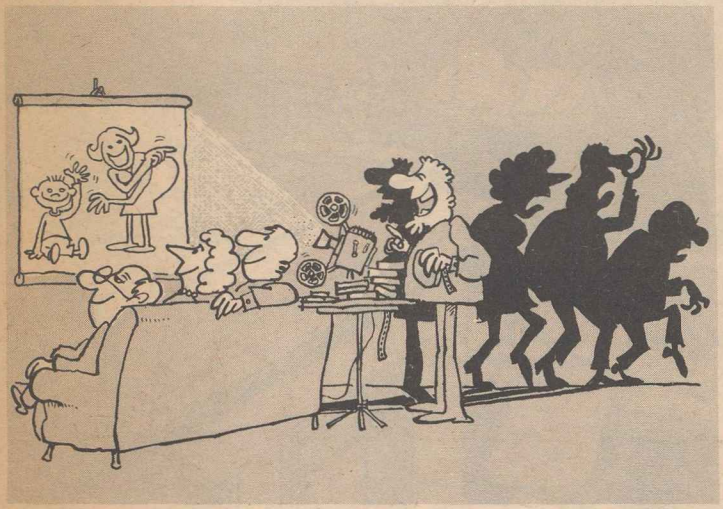
The Hearts Of Men?

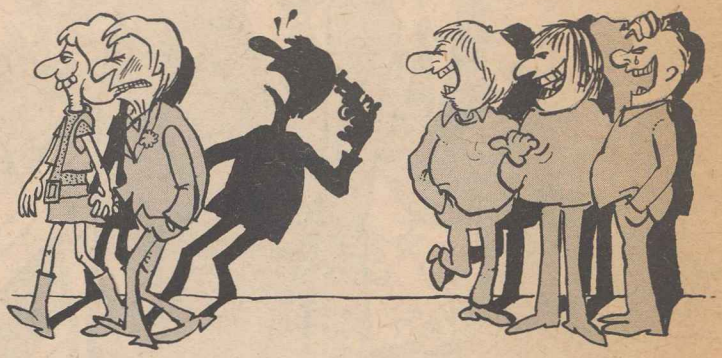
KNOWS

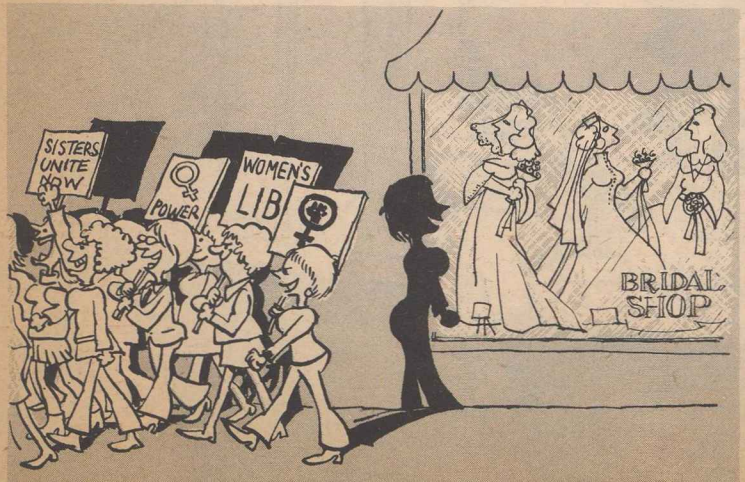


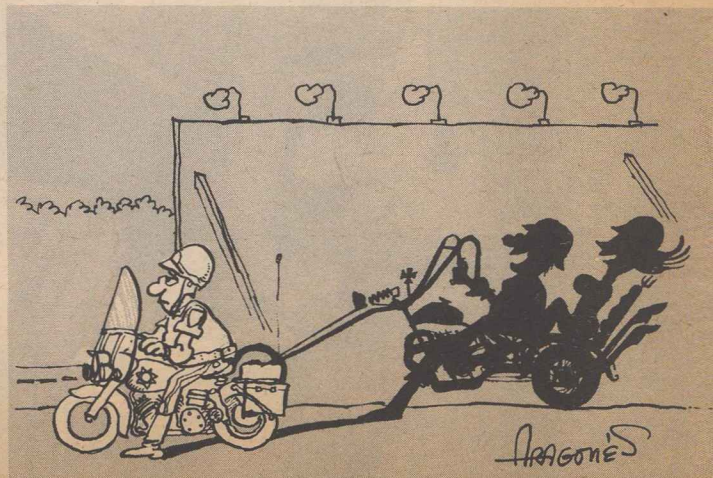
WRITER & ARTIST: SERGIO ARAGONES











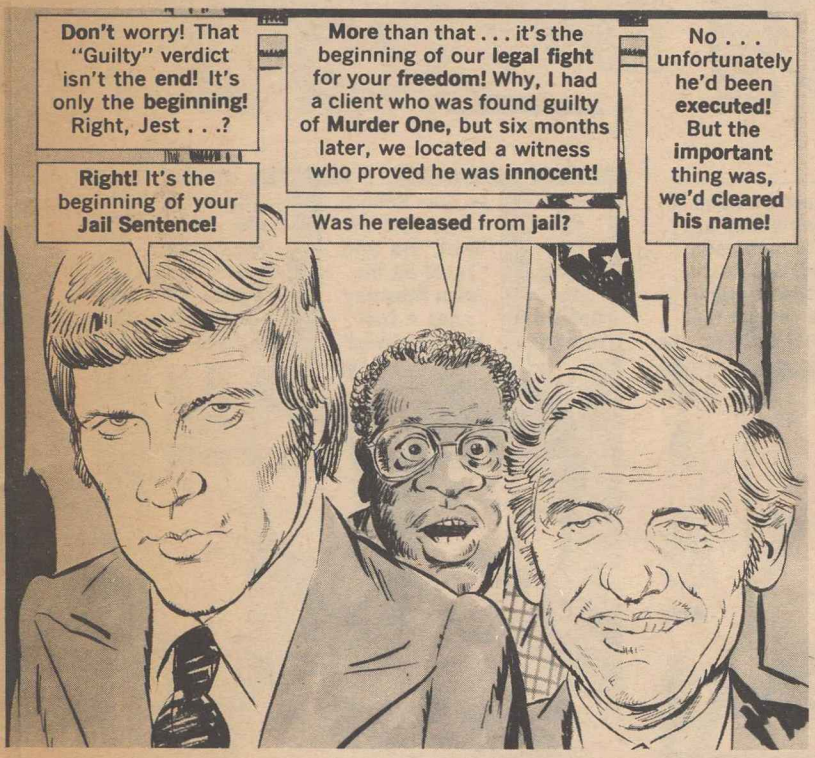
DERE GO D' JUDGE DEPT.

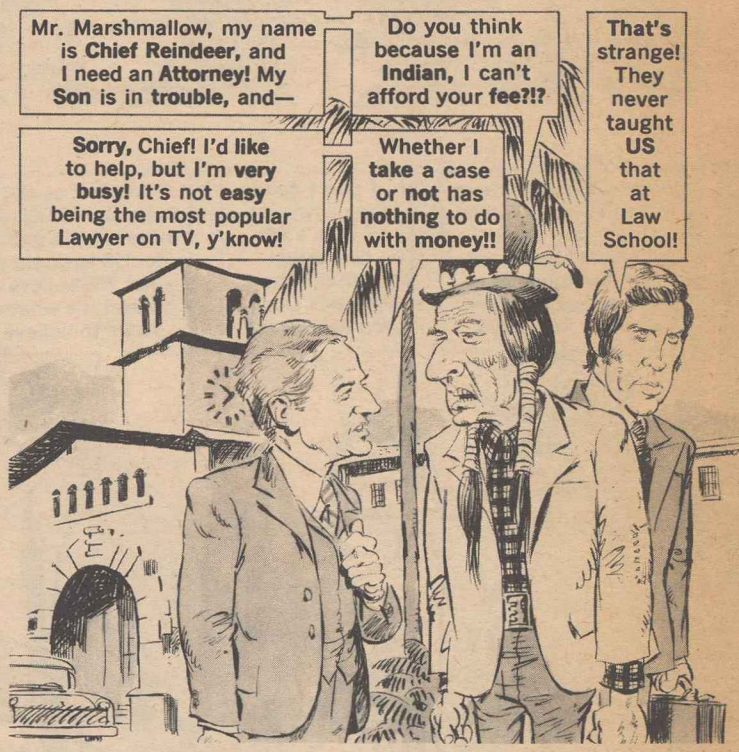
Take a dedicated, compassionate Professional . . . with a young, handsome Assistant . . . and you have the formula for a hit TV Series like "Marcus Welby, M.D." Well, recently, ABC came up with a brand new formula for a brand new TV Series. This time, they took

OWEM MAR

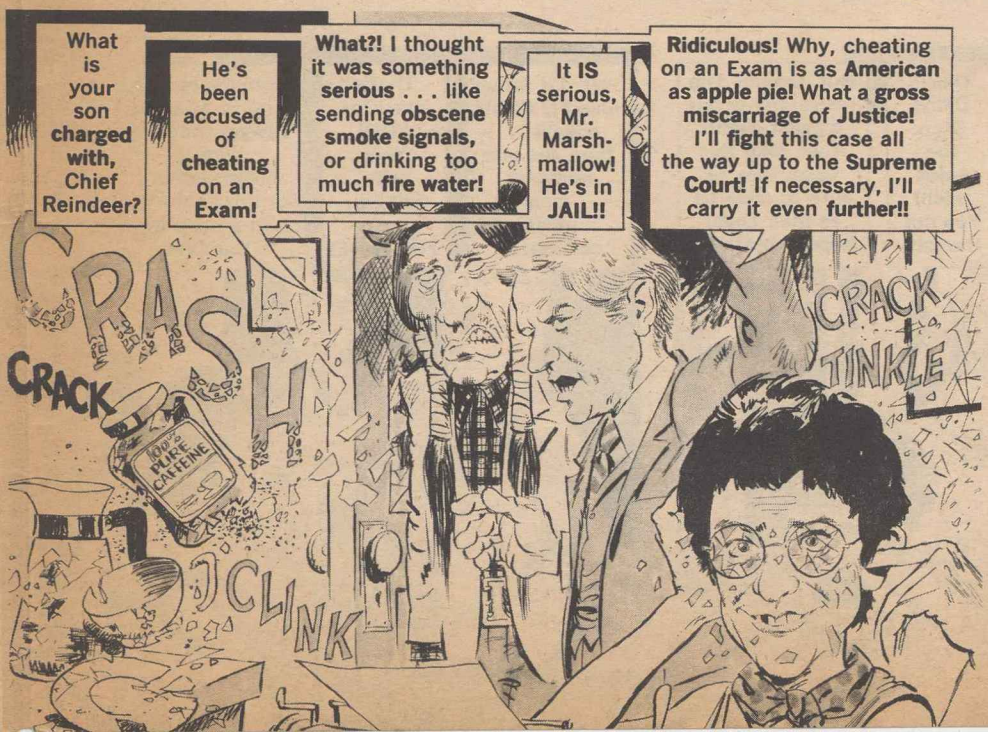
a dedicated, compassionate Professional with a . . . you guessed it . . . young, handsome Assistant . . . only instead of making a DOCTOR Show, they made a LAWYER Show. In Network circles, this is known as "Creative Programming"! We're talking, of course, about . . .

SHMALLOW ATTORNEY-AT-LAW





ARTIST: ANGELO TORRES WRITE: LOU SILVERSTONE



There's **one more** thing! The **Teacher** has accused my son of **assaulting** him!

Oh? Were there any witnesses?

I'm afraid there were a few!

How many? One . . .? Two . . .?

Uh . . . more!

Five? Six?

Close!

65,000!!

Funny! I could swear you said 65,000!

That's correct! The incident took place at the Homecoming Football Game!

Hmm! Looks like we've got our work cut out for us on this one, Jest!

MY TOUGHEST CASES PERRY MASON

Hi! My name is **Owem Marshmallow** . . . and this is my young, handsome Assistant, **Jest Branded!** Your **Dad** asked us to act as your Attorneys!

I don't **need** any Lawyers! I didn't **DO** anything! What's the **matter?** Don't you **believe** me?

Of course we do! Just **because** there are 65,000 people who will swear you're **guilty** is no reason for **US** to doubt you! Besides, what **WE** believe doesn't really **matter!** It's what we can get the **JURY** to believe that **counts!**

Love Helen Hulen Brown

Forget it! I'm going to **defend myself!**

In Law School, they told us that "He who acts as his **own Attorney** has a **fool** for a **Lawyer!**"

Right! So why not let **ME** defend you? I'm a **better** fool —er—Lawyer than **you** are!

Let me put it another way! If I wanted it to **rain,** I wouldn't do my own **rain dance!** I'd hire an **Indian!** And any Indian who wants to **beat a rap** should hire a **Lawyer!** Capeesh, Keemosabee?

Why, **every** major criminal through **history** has had a good Lawyer— Sacco & Vanzetti, Al Capone, Lucky Luciano, Jimmy Hoffa . . .

Okay! **Okay!** Stop the **sales pitch!** You got the **job!**

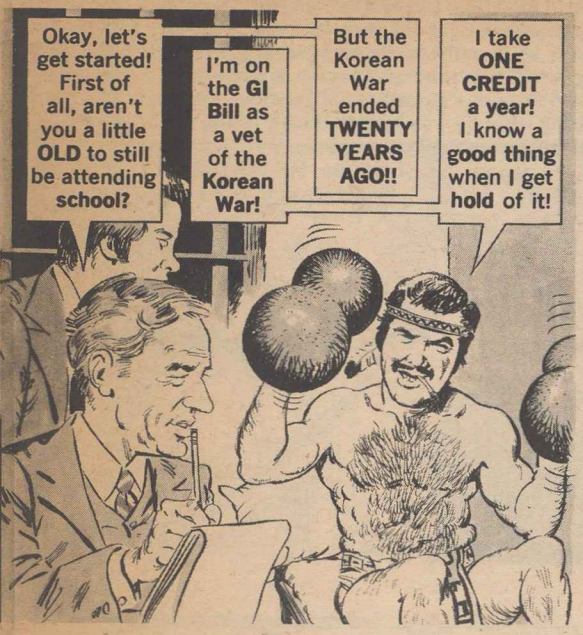
But, **Owem!** The University is our **biggest client!** If we **take** this case, they're sure to **drop us** as their **Legal Representatives!**

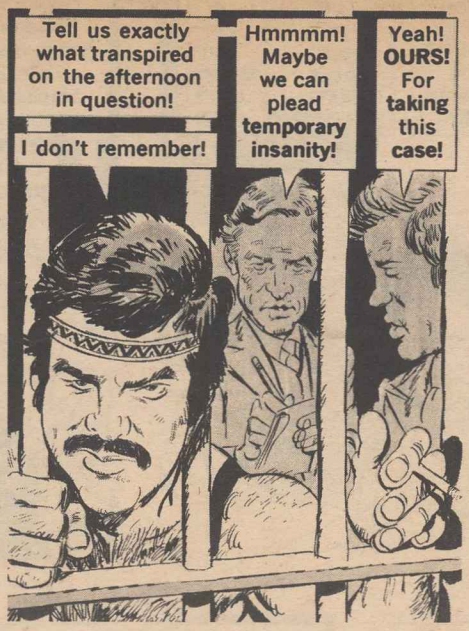
Jest, I'd rather lose **FIFTY big clients . . .** than see one innocent man **unjustly convicted!**

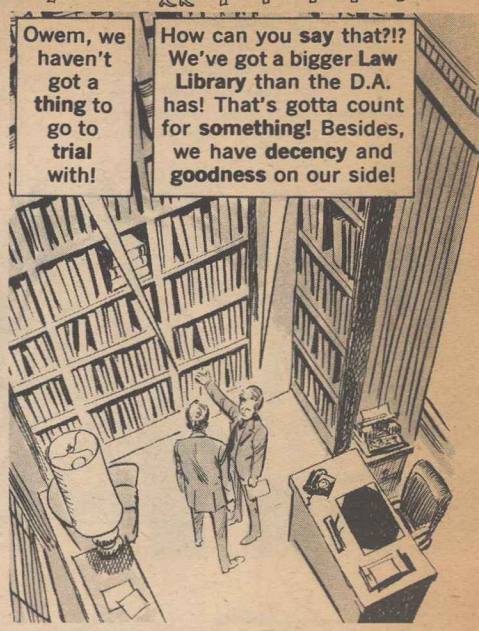
That's okay for **YOU!** Your **wife** left you a **FORTUNE!**

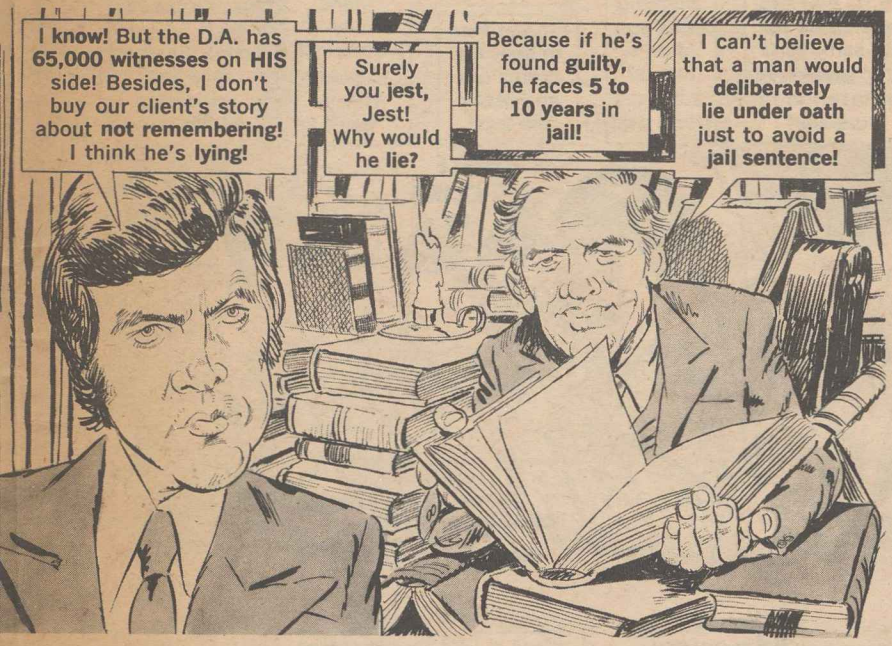
Man, I sure hope you're a better **Lawyer** than you are a **businessman,** or I'm gonna be in a **heap of trouble!**

AUTO REPAIRS

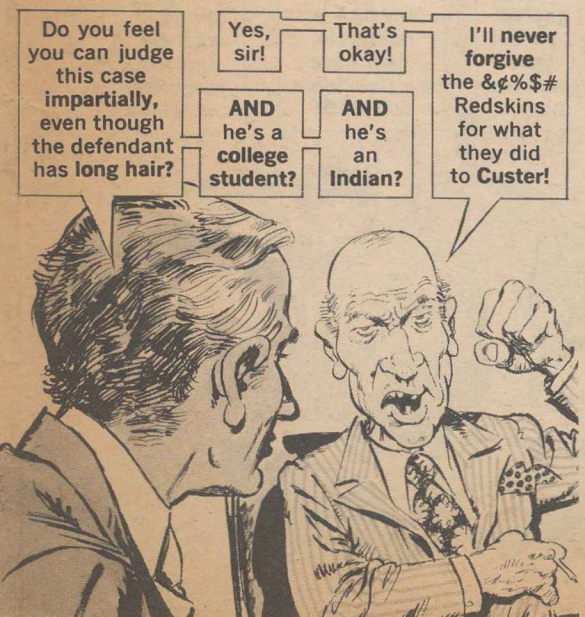

Okay, let's get started! First of all, aren't you a little OLD to still be attending school?
I'm on the GI Bill as a vet of the Korean War!
But the Korean War ended TWENTY YEARS AGO!!
I take ONE CREDIT a year! I know a good thing when I get hold of it!

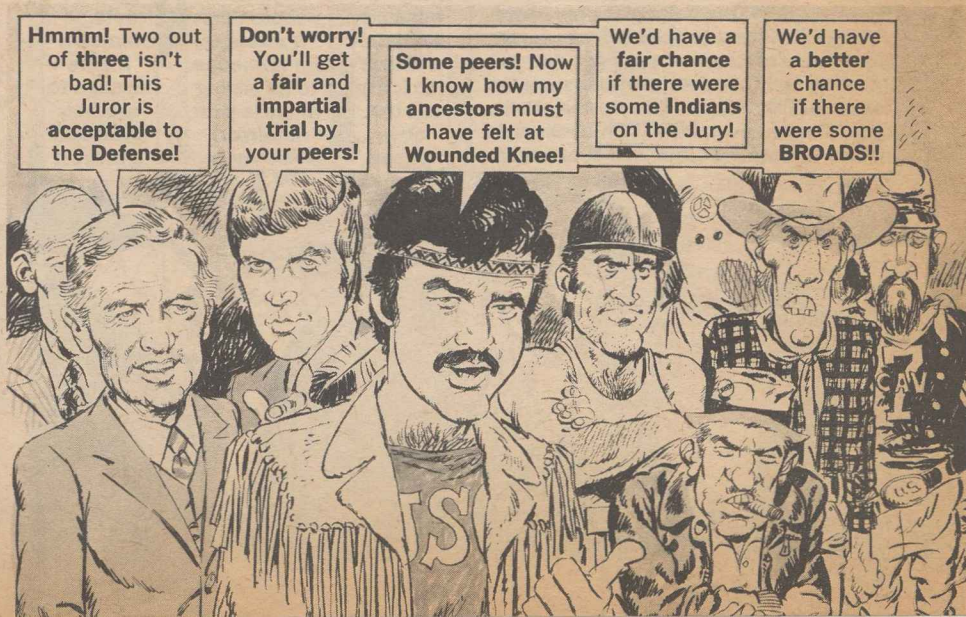

Tell us exactly what transpired on the afternoon in question!
I don't remember!
Hmmmm! Maybe we can plead temporary insanity!
Yeah! OURS! For taking this case!


Owem, we haven't got a thing to go to trial with!
How can you say that?!? We've got a bigger Law Library than the D.A. has! That's gotta count for something! Besides, we have decency and goodness on our side!


I know! But the D.A. has 65,000 witnesses on HIS side! Besides, I don't buy our client's story about not remembering! I think he's lying!
Surely you jest, Jest! Why would he lie?
Because if he's found guilty, he faces 5 to 10 years in jail!
I can't believe that a man would deliberately lie under oath just to avoid a jail sentence!

Owem, I think that even I would lie under those circumstances!
But Jest! That's different! You're a LAWYER! You've been trained to lie under oath!
Owem. . . you're due in Court for Jury Selection!


Do you feel you can judge this case impartially, even though the defendant has long hair?
Yes, sir!
That's okay!
AND he's a college student?
AND he's an Indian?
I'll never forgive the &¢%$# Redskins for what they did to Custer!


Hmmm! Two out of three isn't bad! This Juror is acceptable to the Defense!
Don't worry! You'll get a fair and impartial trial by your peers!
Some peers! Now I know how my ancestors must have felt at Wounded Knee!
We'd have a fair chance if there were some Indians on the Jury!
We'd have a better chance if there were some BROADS!!

Hey, what's this **kid** doing here?!

That's my **daughter!** It will impress the **Jury** if I let her sit at the **same table** with you! Er—Frito, you'd better sit **between** them, just in case . . .

What?!? But—suppose he attacks **ME?!?**

Lady . . . you **don't** have to **worry** about **THAT!**

Well, a girl can **dream,** can't she?!

Mr. Martian, as a Teacher, I'd like to ask you a **hypothetical question:** Could a **hypothetical college student** who was caught cheating on a **hypothetical Exam,** become **so hypothetically enraged** at the thought of losing his **GI Bill,** that he'd have a **hypothetical blackout** and assault a **hypothetical Teacher,** without even **realizing** what he was **hypothetically doing . . . ?**

Could you **repeat** the question . . . ?

If you **do,** Mr. Marshmallow, I'll hold you in **contempt!!**

Let me **re-phrase** the question . . . **Why** would the **Defendant** want to **assault** you?

Because I stole his **girl friend!**

Your Honor, may I have a **few moments** to **scream** at my **client?**

Why didn't you **tell** us you two were rivals for the same girl?

Because **I'm** no **squealer!**

Is there anything **ELSE** you didn't tell us?

Don't ask!

I'm asking!

I threatened to **beat his brains out** and **break his legs!**

Were there any **witnesses?**

Thirty-five!?

Thirty-five!?

Jest . . . our **odds** on this case keep **improving** all the **time!**

TINKLE CLINK

BURKE'S LAW

As for the alleged **cheating** incident, I would like the Jury to study these **two Exam papers!** One belongs to **my client** . . . and the other to the **student** whose **paper** he is accused of **copying!** You will note that Mr. Reindeer's answers are the **exact OPPOSITE** of those on the other paper! They're even **WRITTEN backwards!** Now . . . does **that** look like **cheating??**

That's because he used a **mirror** to look at the other paper!

Come, now! Wouldn't people think it **strange** for someone to be sitting in class with a **mirror?**

Not HIM!! He's so **sold** on himself, it'd be strange to see him **WITHOUT** a mirror!

Wow! I **really goofed!** I should have used **two** mirrors!

Order! **Order!** If there are any **further outbursts,** I will have the Defendant **GAGGED!**

You should have done that **ten minutes ago!** He just **blew** our **case!**

Owem, we haven't got a prayer!
When all hope seems gone, Jest, a good Attorney can always try to make a deal with the D.A.!
Unfortunately, the D.A. said "No!" So there is only one thing left . . .
Yeah, we can bribe the Jury!
No, Jest! Now is the time to find out the TRUTH— because at this point, it cannot hurt us!
But I AM telling you the truth! Scout's Honor! I don't remember what happened!
Reindeer, this is Dr. Shrink! He's going to help you to remember . . . by the use of HYPNOSIS!
Concentrate! You are going back in time—
Goo, goo, Mama, Dada!
Not that far back!
Come up in time a little! It is now January 27, 1972! It's three o'clock in the afternoon! Where are you . . . ?
I'm at the Happy Valley Motel!
Not YOU, Owem! I mean HIM!!
Gee, I'd rather hear Owem's story!
I'm at the First National Bank . . .
All right, everybody! Lie down on the floor! This is a stick-up . . .
Jest! Reindeer was robbing a bank at the time of the assault! Do you realize what this means?
He can afford to PAY us now!?
No, you boob! It means he's innocent!
That's RIGHT!! But how can we prove it in Court?
Simple! What happens when somebody robs a bank?
He gets a lot of money . . . and sometimes they make a movie about him! He becomes a celebrity!
That's correct! They make a movie about him! Today, most banks FILM their holdups!!

What took you so long?

The President of the bank is a woman, and she didn't want to part with the film! It's the first "X-Rated" hold-up in history! Reindeer robbed the bank IN THE NUDE!!

If you got it, flaunt it!

Fantastic! Amazing! Bravo! Bravo! Play it again, Owem!

Order! Order! Order in the Court!

Your Honor . . . Ladies and Gentlemen of the Jury . . . this film proves beyond a shadow of a doubt that my Client could not possibly have been in the football stadium on January 27th at 3:00 P.M.!

The END

We . . . the Jury . . . find the Defendant . . . NOT GUILTY!

Congratulations

But won't I get more time for robbing a bank than for beating up a Teacher . . . ?

You're only a Layman! You don't understand the finer points of Law! You have been cleared of Assault and can never be charged with that crime again! And if they charge you with robbing the bank, we STILL have 65,000 witnesses who will swear you were in that football stadium at the time!

And the Bank President will never let that film out of her hands again since you autographed it for her!

Owem, the Dean of the Law School just called! They're being attacked by Indians!

What?!? Impossible! It's probably Chief Reindeer . . . holding a victory celebration! I better get over there!

What seems to be the trouble, Chief Reindeer?

No trouble, Mr. Marshmallow! Thanks to you, the young people of my tribe have decided to enroll in Law School!

Yes! After that splendid example of White Man's Justice you showed us at my trial, we all want to become Lawyers!

Right on, Man! We want to learn all the loopholes— and the legal double-talk— just like you!

That's very commendable! What kind of Law will you all specialize in?

Criminal Law! Because we want to fight the biggest crime in history . . . the treatment of the Indians! We intend to re-negotiate the Indian Peace Treaties and the Land Grants!

Maybe this time, YOU people will end up on the Reservations, and WE'LL run the country!

WHAT UNIQUE AND SPECIAL EXPERIENCE ARE MORE AND MORE LOVERS SHARING THESE DAYS?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Today's lovers are more open and less inhibited than ever. But there is one unique and special experience that many of them are sharing these days . . . and it overshadows all others. To find out what it is, just fold in the page as shown.

FOLD PAGE OVER LIKE THIS!

A ▶ FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"

A ▶ ◀ B

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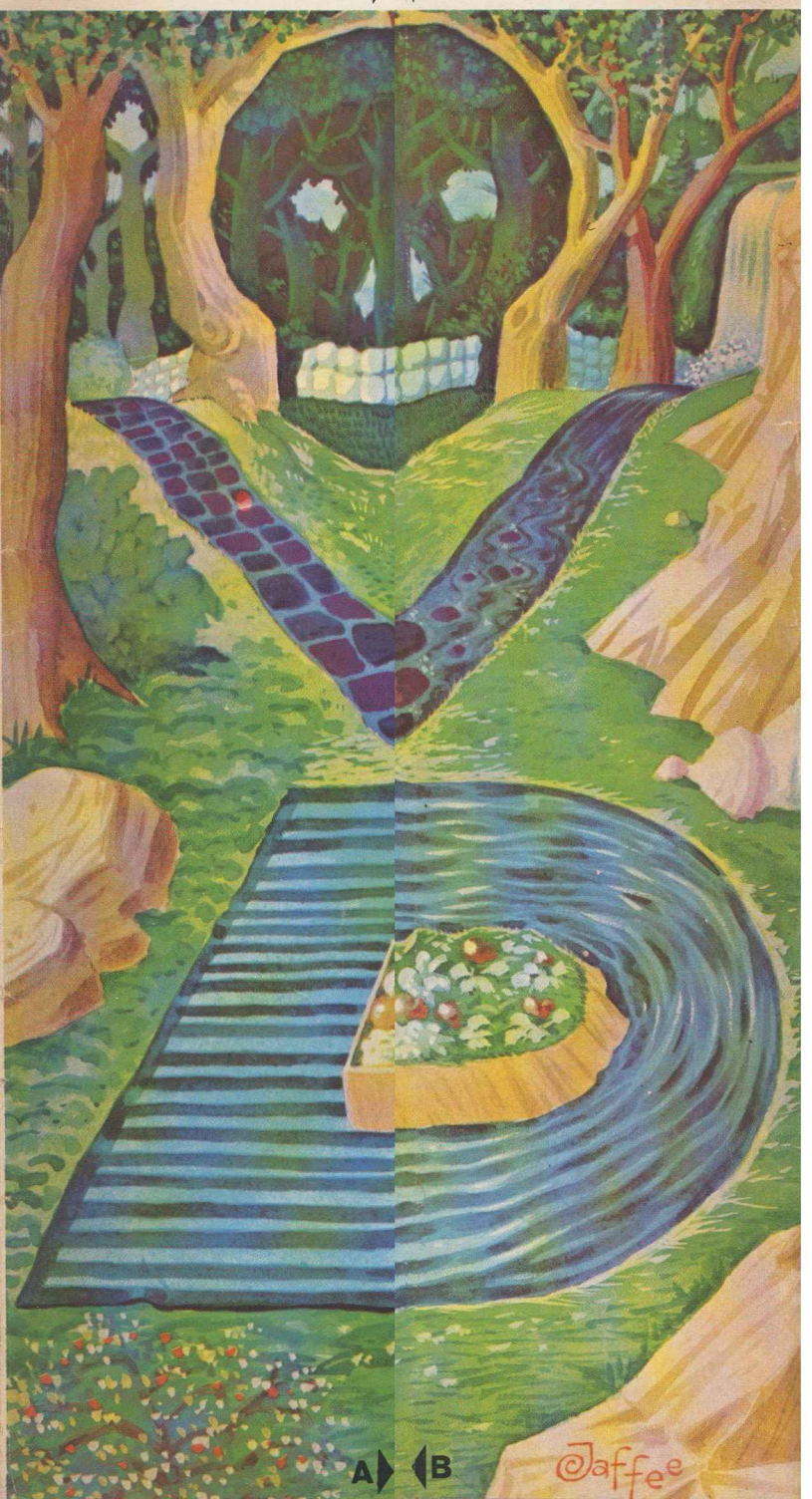
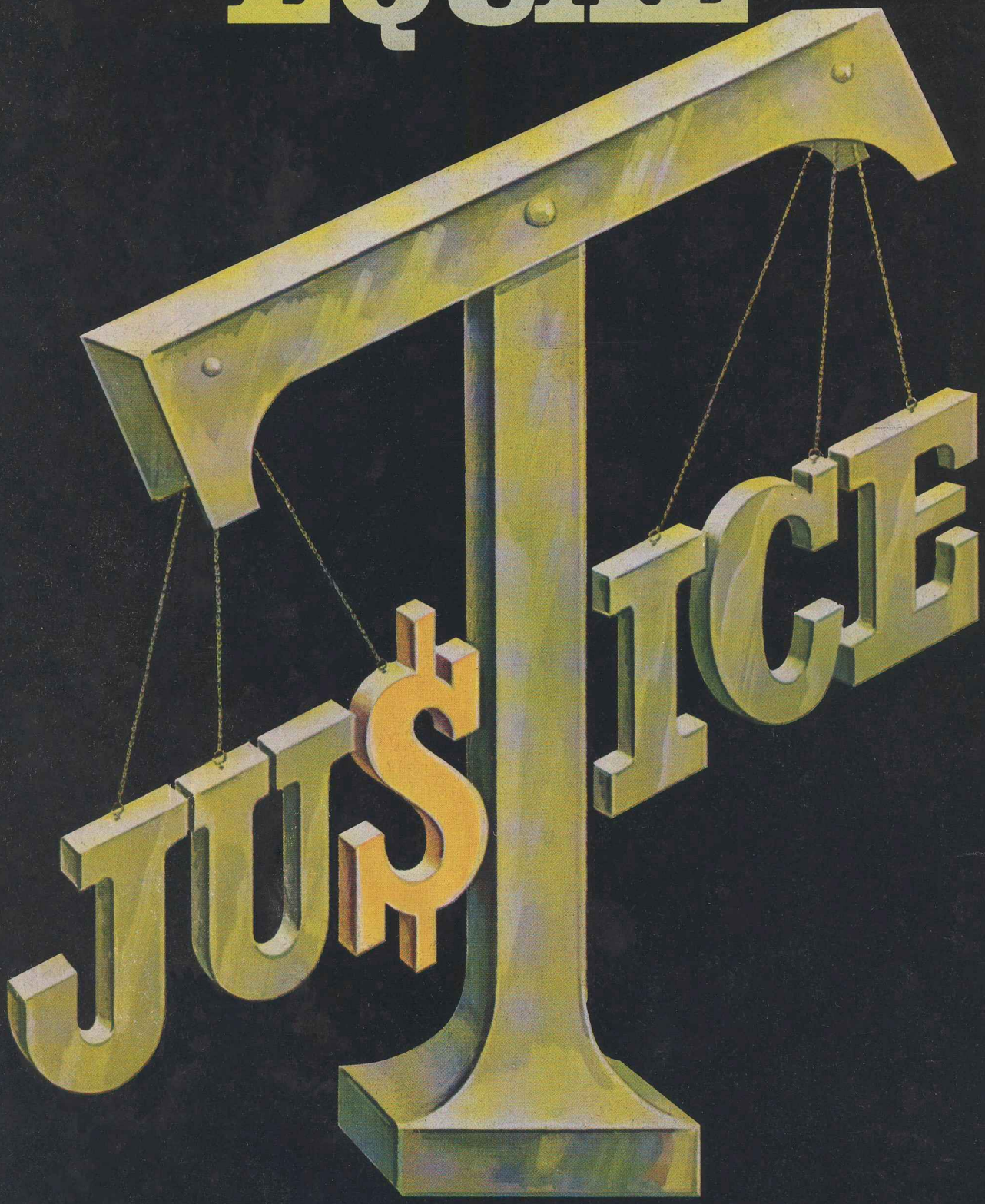


EQUAL



FOR ALL

ART BY HARRY JAFFEE IDEA BY MAX BRANDEL

ANOTHER MAD MINI-POSTER